

6 Years Experience | Florida State College at Jacksonville  
HubSpot Academy | Digital Advertising Certification: A comprehensive credential, showcasing expertise in leveraging digital advertising strategies to drive impactful marketing results.

### **Expertise:**

- Strategic Community Engagement
- Advanced Mastery of Social Media Platforms
- In-depth Group and Market Research
- Sophisticated Government Relations
- Innovative Product Positioning and Branding
- Proactive Public Involvement Initiatives
- Dynamic Marketing Strategies and Campaigns
- A track record of successfully managing multiple projects to completion
- Comprehensive Communications
- Advanced proficiency in Microsoft Office Suite
- Expert in digital marketing strategies, including SEO and SEM
- Proficient in Adobe Creative Cloud (Photoshop, Illustrator)
- Proficient in Adobe Creative Cloud (Photoshop, Illustrator)
- Strong communication and negotiation skills
- Excellent project management capabilities

*Ms. Jayme Hendrix, with five years of experience in Marketing Assistance, Social Media Management, and Public Involvement, has a proven track record of driving marketing strategies to new heights. Her expertise includes campaign development, communications, event coordination, and project management. Jayme excels in fostering teamwork, managing social media channels to boost engagement, and providing essential administrative support. Her meticulous attention to detail and innovative approach make her a key asset, consistently setting benchmarks for excellence in the industry.*

Ms. Jayme Hendrix has honed her expertise in Marketing Assistance, Social Media Management, and Public Involvement over five enriching years, emerging as a vibrant force within the professional services sector. Her tenure is distinguished by a strong track record of propelling marketing strategies to new heights, underscored by her energetic approach and commitment to excellence.

Her portfolio showcases an adept coordination and pivotal involvement in company-wide marketing initiatives, ranging from campaign development and multifaceted communications to orchestrating special events and key projects. Ms. Hendrix excels in fostering a supportive environment, ensuring all marketing team members receive the backing they need, and promoting cross-functional collaboration to execute comprehensive marketing programs successfully.

At the helm of social media management, she has masterfully managed various channels, driving content creation and engaging in customer interactions that have markedly amplified user engagement. Her analytical prowess extends to in-depth campaign and project tracking, where she leverages a suite of software tools for detailed reporting and performance analysis, ensuring each marketing endeavor is measurable and impactful.

In addition to her marketing acumen, Jayme provides indispensable administrative support, streamlining operations and contributing to the seamless execution of marketing strategies. Her meticulous attention to detail and unwavering commitment to quality have been pivotal in maintaining high standards across all marketing activities.

Jayme embodies the essence of an organized, innovative, and detail-oriented professional. Her passionate approach to marketing strategy not only drives company objectives forward but also sets a benchmark for excellence in the industry. Through her dynamic leadership and strategic insight, Jayme continues to be a key asset in navigating the complexities of today's marketing landscape, championing the company's vision with unwavering dedication and innovative solutions.

**CITY OF JACKSONVILLE**

ADG Tasks: Branding, Communications, Public Relations, Public Involvement, Community Engagement, Event Planning and Creative Material Creation, Stakeholder Engagement, Website Design

**Resilience Planning**

Prime: The Water Institute

**Transportation Planning**

Prime: Atkins Global

**21st Century Urban Library Study**

Prime: A Cohen Associates

**HART Bridge Realignment**

Prime: GAI Consultants

**Kids Hope Alliance**

ADG Prime: Communications & Branding

**GAINESVILLE REGIONAL UTILITY**

**Integrated Resource Plan**

ADG Prime: Communications & Branding, Community Outreach

**JEA**

ADG Tasks: Branding, Communications, Public Relations, Public Involvement, Community Engagement, Event Planning and Creative Material Creation, Stakeholder Engagement

**Integrated Resource Plan**

Prime: Black & Veatch

**Education Campaign**

Prime: SJP

**NORTH FLORIDA TPO**

ADG Tasks: Branding, Communications, Public Relations, Public Involvement, Community Engagement, Event Planning and Creative Material Creation, Stakeholder Engagement

**2045 & 2050 Long Range Transportation Plan**

Prime: Atkins Global

**PROJECT OPIOID**

**2023 Outreach Campaign**

ADG Prime : Social Campaign for State of Florida

**DOWNTOWN INVESTMENT AUTHORITY**

ADG Tasks: Branding, Communications, Public Relations, Public Involvement, Community Engagement, Event Planning and Creative Material Creation, Stakeholder Engagement, Website Design

**Shipyards West Park**

Prime: Agency Landscape

**Metropolitan Park**

Prime: CIVITAS

**Riverfront Plaza Construction**

Prime: Haskell

**JACKSONVILLE TRANSPORTATION AUTHORITY**

ADG Tasks: Branding, Communications, Public Relations, Public Involvement, Community Engagement, Event Planning and Creative Material Creation, Stakeholder Engagement, Website Design

**MobilityWorks Complete Streets**

Prime: POND and RS&H

**Jacksonville Regional Transportation Center**

Prime: POND/Michael Baker Design

**TOD Greenline & TOD Commuter Rail**

ADG role: Workshop Facilitation, Project Management,

**General Program Management Consultant**

Prime: Michael Baker International

1. Facility Relocation Coordination & Communications Efforts
2. ADA Assistive Technology Applications Evaluation Study
3. South side Area Transportation & Mobility Assessment
4. Facility Weatherization Plan
5. Construction Communications (San Pablo/Alta Dr.)

**General Planning Consultant**

1. Facilities Master Plan
2. Transit Concept and Alternatives Review (TCAR)
3. Ultimate Urban Circulator U2C Public Outreach

**Local Option Gas Tax Program Management**

Prime: Jacobs

1. Public Involvement lead for all projects
2. Jobs for Jax Workforce Development