

2. QUALIFICATION, COMPETENCE, & AVAILABILITY OF KEY STAFF

KIRA FELLOWS | OUTREACH COORDINATOR

5 years experience | **BBA Marketing , BBA Business Administration
MA Communications *Expected Completion 2026**
University of North Florida

Kira Fellows, a forward-thinking marketing professional, is advancing her career while pursuing a Master of Science in Communications with a specialization in Business at the University of North Florida. With a Bachelor of Business Administration in Business Management and Marketing, her academic and professional journeys are marked by a commitment to excellence. Currently, as the Community Outreach Coordinator at Acuity Design Group, she leverages her theoretical insights and practical expertise to spearhead strategic initiatives, enhancing the firm's market presence and community relations. Her meticulous attention to detail and relentless pursuit of perfection make her an indispensable asset, driving the firm's marketing strategies and laying the groundwork for substantial growth and success.

Expertise:

- Advanced Project Management
- Visioning and Strategic Planning
- Charrette Facilitation
- Comprehensive Market Research
- Focus Group Coordination
- Dynamic Community Engagement
- Government Relations and Advocacy
- Public Involvement Strategies
- Grant Writing Excellence
- Stakeholder Relationship Management
- Sustainable Development Practices
- Conflict Resolution and Negotiation
- Event Planning and Management
- Impactful Content Creation and Storytelling

Related Project Experience

CITY OF JACKSONVILLE

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

Climate Pollution Reduction Planning

Prime: Hanson

Transportation Planning

Prime: Atkins Global

JEA

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

Education Campaign

Prime: SJP

UF HEALTH

2024 Outreach Campaign

ADG Prime : Social Campaign

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

RFP NO. P-24-022 Regional Capital Infrastructure Summit (RCIS) 2.0 Planning, Coordination & Consultant Services | 10

PROJECT OPIOID

2023 Outreach Campaign

ADG Prime : Social Campaign for State of Florida

Additional Experience:

UNF, THE GRADUATE SCHOOL

Marketing and Outreach Coordinator

Role: Content Creation, Analysis, Recruitment, Retention, Script Writing, Editing, Social Media Management, Web Development

UNF ALUMNI YOUNG ALUMNI SOCIAL ENGAGEMENT COMMITTEE

Active Board Member

Role: Event Planning and Coordination, Grant Funding, Fundraising

ZETA PHI BETA SORORITY INCORPORATED OMEGA ZETA ZETA CHAPTER

Public Relations Chair

Role: Budget Coordination, Photo-shoot Facilitation, Social Media Management, Content Creation, Web Development, Journalism