

5 years experience | **BBA Marketing , BBA Business Administration**  
**MA Communications \*Expected Completion 2026** | University of North Florida  
Environmental Justice Certification - National Highway Institute

### **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

*Kira Fellows, a forward-thinking marketing professional. 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.*

Kira Fellows, a vibrant and forward-thinking marketing professional, is making significant strides in her career while pursuing a Master of Science in Communications, with a specialization in Business, at the University of North Florida. Her academic journey is distinguished by a Bachelor of Business Administration, with dual majors in Business Management and Marketing, from the same prestigious institution. Kira's blend of solid academic credentials and a proactive approach to lifelong learning underscores her dynamic entry into the marketing field, marked by a notable commitment to excellence.

Her leadership journey began in earnest during her tenure as President of the Student Union at the University of North Florida, where she demonstrated remarkable leadership and strategic acumen, significantly boosting the organization's active membership and online presence. Kira's transition from academic leadership to professional excellence was seamless, taking on the role of Marketing and Outreach Coordinator at the University of North Florida's Graduate School. Here, despite the rigorous demands of her studies, she led key marketing campaigns, managed social media channels, and played a crucial role in student recruitment and engagement, showcasing her ability to balance academic excellence with professional responsibilities effectively.

Currently thriving as the Community Outreach Coordinator at Acuity Design Group, Kira melds her theoretical insights with practical expertise to spearhead strategic initiatives that bolster the firm's market presence and community relations. Her diverse skill set, combined with her steadfast commitment to her role, makes her an indispensable part of the Acuity Design Group. Her meticulous attention to detail and a relentless pursuit of perfection have established her as a pivotal figure in driving the firm's marketing strategies and community outreach programs.

At Acuity Design Group, Kira's innovative approach and marketing prowess are not just enhancing the company's branding and engagement strategies but are also laying the groundwork for substantial growth and success. As Kira continues to blend her academic achievements with her professional endeavors, her journey exemplifies the essence of a dedicated and multifaceted marketing professional, poised to leave a lasting imprint on both the academic and professional landscapes.

**CITY OF JACKSONVILLE**

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

**Climate Pollution Reduction Planning**

Prime: Hanson

**Transportation Planning**

Prime: Atkins Global

**Kids Hope Alliance**

ADG Prime : Communications & Branding

**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, EJ Activities

**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

**Local Option Gas Tax Program Management**

Prime: Jacobs

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

**PREVIOUS 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

**UNF, DEPARTMENT OF DIVERSITY INITIATIVES**

Student Union President

Role: Meeting Facilitation, Focus Groups, Surveying and Polling, Social Media Management, Content Creation, Event Planning, Presentations

**UNF, ALUMNI SERVICES**

Student Assistant

Role: Event Coordination, Community Engagement, Donor Relations, Organization

**UNF, COGGIN COLLEGE OF BUSINESS DEAN'S OFFICE**

Graduate Student Assistant

Role: Scheduling, Cold Calling, Clerical, Facilitation, Proctoring