

## 2. QUALIFICATION, COMPETENCE, & AVAILABILITY OF KEY STAFF

### MADILYN LAY | MARKETING COORDINATOR

5 years experience | BACHELOR OF ARTS, Strategic Communications, Business Administration  
Flagler College, 2022

*Madilyn Lay, a dynamic and innovative marketing professional, has recently joined Acuity Design Group as the Marketing Coordinator. With a Bachelor of Arts in Strategic Communication from Flagler College and a background in Business Administration, Madilyn's career has been marked by significant achievements in event management, donor engagement, B2B marketing, and brand development. At Acuity Design Group, Madilyn brings vibrant energy and a wealth of experience, poised to enhance the company's marketing strategies, stakeholder engagement, and brand development.*

#### **Expertise:**

- Engaging Social Media Mastery
- Proactive Public Involvement Initiatives
- Vibrant Community Engagement Tactics
- Insightful Group and Market Research Analysis
- Strategic Government Regulations Navigation
- Innovative Product Positioning and Branding
- Creative Event Planning and Execution
- Influencer Collaboration
- Partnership Building
- Customer Experience
- Enhancement Strategies
- Campaign Fundraising

#### **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

##### **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

##### **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

##### **Local Option Gas Tax Program Management**

Prime: Jacobs

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

#### **Additional Experience:**

##### **SEAMARK RANCH**

##### **Event Management and Marketing Intern**

Role: Social Media, Branding, Design, Distribution, Web Development, Content Creation, Event Planning, Fundraising, Clerical Tasks,

##### **Marketing and Events Coordinator/Social Media Manager**

Role: Social Media Strategy, Analytics, Communications, Donor Relations, Grant Writing, Copywriting, Event Planning, Sponsorship Management