

Jaclyn S. Rhoads

Marketing, Public Relations, Advertising, Communications

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Education

- University of Florida, Master of Advertising, August 14, 2007
 - Courses in branding, media planning, management, research, theory, strategy
 - Thesis: *Design Elements that Create Consistent Visual Identities in Advertising*
 - Graduation with Distinction - GPA: 3.83
- University of Florida, Bachelor of Science in Journalism, May 4, 2002
 - Major: Magazine Journalism, GPA: 3.50 in professional courses
 - Minors: Business Administration and Classical Studies

Professional Experience

- ***Adjunct Lecturer, Graduate Program, College of Journalism & Communications University of Florida, May 2013 – Present, Online Program***

Developed course material for MMC6936 Introduction to Multimedia Communication. Introduces students to the themes, issues and how to's of an integrated approach to new multimedia communications to ensure the brand message reaches its intended audience. Taking a real-world viewpoint, students will examine the various channels available to communication professionals and how to effectively use the channels. Topics include social media/multimedia writing and management; how to utilize several mediums for integrated communication campaigns; how marketing, branding & pr play their roles in multimedia communications; the role of communications professionals; and the impact of new media technologies.

- ***Marketing Manager, Florida Hospital (Orlando), February 2012 – June 2013***

Developed strategic vision and marketing plan for two Fitness Centers, three Day Spas, an executive health assessment program and retail pharmacy; implemented an integrated marketing communications strategy; managed execution of advertising, community relations, special events, media, sponsorships, internal communications, social media and new business; implemented and managed team of marketing and design specialists; oversaw team's project workflow through Basecamp software; launched new Eden Spa; implemented Bronto email marketing system and new weekly e-newsletters; oversaw strategic vision and ensured messaging, creative direction and brand standards were aligned in execution & delivered ROI.

- ***Marketing Manager, Marketing Shared Services for Reunion Resort (Orlando) & Hammock Beach Resort (Palm Coast), June 2011 – January 2012***

Managed marketing and public relations functions to drive revenue for both Reunion Resort and Hammock Beach Resort; managed a team of three marketing/pr professionals; structured all marketing communications to be in line with the resorts' branding and revenue strategies; utilized NAVIS to enhance marketing ROI; planned and oversaw execution of promotional activities including print, electronic media, trade show, direct mail, point-of-purchase displays, and signage; media buying and vendor management; workflow and editorial management; social media management including directories, proximity marketing and networking channels; evaluated/analyzed campaigns; event management and media liaison.

- ***Director of Communications, Florida Nursery, Growers and Landscape Association, Orlando, September 2008 – June 2011***

Managed overall internal and external communications and branding strategy for nation's

largest state nursery association and its trade shows; developed and implemented comprehensive print and digital campaigns for two international trade shows and annual hospitality convention; social media manager; editor of monthly e-newsletter; wrote and issued press releases and e-blasts; managed coordination of video and photo services; promoted sustainability and green issues; coordinated advertising; media contact; website manager; brand manager for association; developed mobile / online tools; designed print and web campaigns using Adobe Creative Suite; performed market research, data analysis and targeting; supervised membership committee; managed budgets; assisted team members with event planning; maintained effective relationships with vendors; provided seminars on social media, branding and communications.

• ***Communications Coordinator 3, University of Florida, Office of Human Resource Services, Gainesville, May 2006 – September 2008***

Managed internal communications to UF faculty and staff around the state; worked directly with the Senior Vice President for Administration and Associate Directors; branded HRS as a campus resource to employees; presented at monthly HR Forums for employees; marketed open enrollment/benefits; crisis communications; website manager; launched new website; designed brochures and other materials; editor and designer of monthly InfoGator e-publication for faculty and staff around the state. Part of the Training and Organizational Development team.

• ***Marketing Specialist, Florida Credit Union, Gainesville, March 2003 – April 2006***

- CSR, Allstate Insurance Co., Gainesville, Fla., May 2000 – August 2002
- Senior Editorial Assistant, Oxendine Publishing, Gainesville, Jan.– Dec. 2000
- Instructor, Taylor Publishing Company – S. Florida Office, June 1998 – 2002; Website Manager, Taylor/Balfour Florida Offices, 2002-2012
- Freelancer for Surf Web Portal, Atlantic.net, Gainesville, February – May 2002
- President, Florida Magazine Student Association, April 2000 – May 2002

Collegiate Experience

Computer Skills

- Expert in: Adobe Creative Suite:(InDesign, PhotoShop, Illustrator, Dreamweaver, Flash, Acrobat Professional), QuarkXpress 6.0
- Content management sites including WordPress, Drupal, Joomla
- Social media management (Facebook, Twitter, Hootsuite, LinkedIn, FourSquare, Pinterest)
- Microsoft Office and Publisher software
- NAVIS, CRM, email blast (Bronto) and mailing matrix software
- Basecamp project management software

Awards and Certificates

- UF Certificates earned through Training and Organizational Development:
Business Communication: December 2006; UF Supervisory Challenge: October 2006
- College of Journalism's John Paul Jones Excellence in Magazines Award, April 2002
- Peter Gordon/Sun-Sentinel journalism scholarship, 2001, 2000
- Florida Magazine Association scholarship, April 2000
- Bright Futures Scholarship, 100 percent tuition, August 1998 – May 2002
- Ford Motor Company's Language Arts Achievement Award, May 1998
- Outstanding Achievement in Journalism, J.P. Taravella H.S., 1998, 1997, 1996

References

- Mike Lewandowski, Former Director at Reunion Resort, Cell: (407) 247-2528
- Ben Bolusky, CEO, FNGLA, Office: (407) 295-7994
- Jodi Gentry, UF Training & Organizational Development Director, Office: (352) 392-4626
- Chris Clore, VP Marketing, Florida Credit Union, Cell: (352) 514-6818