

Kendra A. Parson

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Education:

Bachelor of Communication Arts

December 2006

The University of West Florida; Pensacola, Florida

Major: Public Relations

Professional Experience:

Florida Virtual Campus – PR/Communications Manager (July 2016 – Present)

- Plan and direct public relations/communications programs designed to foster a positive public image for the UWF Innovation Institute, Florida Virtual Campus and its family of brands
- Create and deliver press releases, media relations content, case studies, research, and social media content
- Manage the organization’s social media efforts to build customer engagement through various social media platforms effectively
- Edit copy, proofread and revise communications materials from content experts

Gulf Coast Ecosystem Restoration Council – External Affairs Director (Detail in Place June 2015 – June 2016)

- Identify critical political, social, economic, and technical factors that affect the RESTORE Council’s outward-facing communications approach
- Develop and implement a communication and public engagement program that will have an impact on all of the agency's constituencies including the five Gulf Coast States, Federal Council members, the press, other stakeholders, and the public
- Establish and maintain productive working relationships with members of the news media and specialized groups interested in the Council's programs. Prepare responses to information requests from the news media, specialized and general public on the Council's program in written and oral form
- Oversee the development of content for the website

Florida Department of Management Services – Communications Director (July 2014 – June 2015)

- Manage projects for the Office of the Secretary
- Edit internal and external communications
- Coordinate with the Executive Office of the Governor and other state agencies
- Organize special events to highlight the Department’s work

Florida Department of Environmental Protection – Gulf Coast Public Affairs Manager; Communications Director (March 2012 – July 2014)

- Lead staff meetings and oversee projects

- Coordinate with other federal and state agencies acting as the point person for oil spill restoration issues within Florida
- Manage outreach opportunities (public meetings, webinars, press) for the Natural Resource Damage Assessment Trustees, RESTORE Council and other groups related to the Deepwater Horizon oil spill
- Represent the Department and relays the Executive Office of the Governor's message at meetings, providing information to local, state, and federal entities
- Manage Press Office and the Department's Office of External Affairs

Florida Department of Elder Affairs – Legislative Analyst (January 2012 – March 2012)

- Drafted, filed and tracked bills during the annual legislative session, and worked with committees and staff to ensure their passage
- Regularly met with legislators and budget office on legislative budget requests
- Resolved constituent issues relating to the Department

United Way of Santa Rosa County – Campaign Director (April 2009 – November 2011)

- Raised funds through local workplace campaigns to benefit United Way, Combined Federal Campaigns and Florida State Employee Charitable Campaigns
- Designed marketing materials, including campaign brochures, videos, pledge cards, annual report and promotional giveaways
- Created operating budget and personnel policies
- Managed daily office and agency activities
- Scheduled, prepared, and notified board members for quarterly meetings
- Prepared and submitted all membership requirements for United Way of America