

FPRA Gainesville New Member Spotlight

Welcome new member, Shareen Baptiste, MSE!

Current Profession/Job Role: Marketing Coordinator

Tell us a brief summary of your job:

As the Marketing Coordinator for Jones Edmunds & Associates, Inc., I actively support proposal and public relations efforts and conduct web-based market research in support of business development. I am responsible for creating and disseminating content and conceptualizing and designing visuals and graphics to connect and communicate with our targeted audience. In short, I serve as the marketing liaison to help identify communications needs and develop goals and solutions.

What made you want to join FPRA?

I previously attended FPRA meetings and networking functions when I worked for the Gainesville Area Chamber of Commerce, now known as the Greater Gainesville Chamber, and remembered how beneficial it was to remain up-to-date on industry trends and connected to other Public Relations professionals. Once I assumed my new role with Jones Edmunds, I immediately asked to join FPRA. It was an easy decision to make, considering all the benefits that come with membership.

What was your first job?

My very first job was working as a cashier, then customer service representative, at Walmart; however, the first job of my profession was when I worked at FloridaWorks as a Communications/Outreach Coordinator. Three months later, I transitioned to the Greater Gainesville Chamber where I served as the Communications Manager for the Business Services Team.

What made you want to pursue a career in PR?

In college, I researched the profile and career pathway of a Public Relations professional and compared it against my strengths. I realized then that my passions and strengths aligned perfectly with this career. Because public relations is all encompassing, I knew a career in this field would provide me with the versatility and flexibility that I was looking for in a career pathway. I knew my public relations skill set would position me to be an asset for any organization and help further my dreams of making a difference in the world around me.

Any career advice to new PR professionals just starting out?

Reach out and talk to a fellow peer. Oftentimes, it is easy to believe that you are all alone in your struggles as a Communications/Public Relations professional or that they are unique to your situation. I am here to say you are not alone. Many of us have experience managing solutions to occurrences that are commonplace in the industry and are willing to share best practices or lessons learned.

Fun Fact:

I am President and Cofounder of a 501(c)3, nonprofit organization Dream on Purpose, Inc., where we empower youth, with a specific focus on young ladies between the ages of 11-18, to dream and actualize those dreams.