

FPRA Gainesville New Member Spotlight

Welcome new member

Current Profession/Job Role:

Director of Marketing and Communications of the Greater Gainesville Chamber

Tell us a brief summary of your job:

I do the newsletter, manage social, create graphics and help devise campaigns and communication plans for specific initiatives while maintaining our brand and identity.

What made you want to join FPRA?

The potential inspiration from the people and ideas is a great opportunity, plus who doesn't want a certificate that implies you know stuff?

What was your first job?

I delivered pipe and steel products for my family's business as a teenager.

What made you want to pursue a career in PR?

I initially wanted to work in journalism or advertising, and public relations has been a good use of those skills. Working to tell the story and mission of my organization to the public is a great challenge.

Any career advice to new PR professionals just starting out?

Don't view everyone else as someone who always knows what they're doing. Once you realize there's not a secret formula everyone else is following, you start to follow your instincts and knowledge.

Fun Fact:

Was in attendance to see Mississippi State win their first baseball national championship earlier this year.