

Application Form

Disclaimer

Under Florida law, all information, including e-mail, written letters, documents and phone messages, sent to the Alachua County Board of County Commissioners are subject to Public Records law. This includes the sender's e-mail address, home address or phone number if shown in the message, the content of the message and any associated attachments to the mail. If you are exempt from aspects of the public records law pursuant to F.S. 119.071, contact the advisory board coordinator at 352-264-6906 prior to submission of this form.

Please Agree with the Following Statement

I have read the disclaimer above and understand my application is subject to Florida's Public Records Law.

I Agree

Profile

Elizabeth

First Name

D

Middle Initial

Reyes

Last Name

1101 NW 61 Terrace

Home Address

Suite or Apt

Gainesville

City

FL

State

32605

Postal Code

elizabeth.d.reyes@gmail.com

Email Address

Business: (352) 374-5260

Primary Phone

Mobile: (352) 260-5786

Alternate Phone

Alachua County, Visitors and
Conventions Bureau

Employer

Sales and Marketing Manager

Occupation

Education:

Bachelor of Science, Public Relations - University of Florida College of Journalism 1996 Minor in Business Administration

Professional Organizations:

Florida Public Relations Association
Florida Society of Association Executives (as part of my job)
Destinations Florida (as part of my job)

Which Boards would you like to apply for?

Visit Natural North Florida: Submitted

Elizabeth D Reyes

What position(s) are you applying for?

Task Force Member Representing Alachua County

Interests & Experiences**Are you currently serving or have you ever served on an Alachua County advisory board?**

Yes No

If yes, please list board(s):

Visit Natural North Florida - I have served on this board for one year and would like to continue my service on behalf of Alachua County.

Please list any civic and professional accomplishments/honors, training or experience related to this appointment:

During my year of service on the VNNF board, I have worked with the other taskforce members to expand and improve on the taskforce advertising and marketing practices. Specifically, I made a motion to allocate \$10K in reserve dollars to create a digital campaign that would use a regional itinerary to include all task force counties and use the tagline " Spend Your Summer in Nature's Playground. Visit Natural North Florida." The motion passed and the taskforce is slated to review proposals for the advertising campaign from various agencies during the May 2023 task force meeting. Along with staff members of Visit Gainesville, Alachua County, I have also assisted with the coordination of media and social media influencer opportunities that helped to gain exposure for Alachua County.

What Contributions do you feel you could make if you were selected to this board?

If chosen to continue to represent Alachua County on this board, I would continue to bring my over 20 years of marketing and advertising experience and my experience serving on other boards, to guide the VNNF to improved outcomes in reaching and attracting visitors to the member counties while keeping Alachua County as my top most priority. As a staff member of Visit Gainesville, Alachua County, I would also use my time on the board to continue to develop, maintain, and strengthen Alachua County's relationship with near by counties.

ElizabethReyes-

[Resume_for_Visit_Natural_North_Florida_Board_Application.pdf](#)

Upload a Resume

Demographics

Some boards and commissions require membership to be racially, politically or geographically proportionate to the general public. The following information helps track our recruitment and diversity efforts.

Ethnicity

Hispanic

Gender

Female

10/22/1970

Date of Birth

Are you over the age of 60? (Required for some boards)

Yes No

Are you a resident of Alachua County?

Yes No

If you are an Alachua County resident, how long have you lived in the county?

5.5 years

Supplemental Questions

Some of the boards and committees appointed by the County Commission are required to comply with Chapter 112, Florida Statutes, the Financial Disclosure Law. If applicable, would you be willing to file the required financial statement?

Yes No

Do you affirm that your personal and business (if applicable) affairs within Alachua County are in substantial compliance with all county regulatory and taxing authorities rules and regulations?

Yes No

Please Agree with the Following Statement

Appointees to advisory board/committees are required to attend scheduled meetings as specified in the "Guidelines for Citizen Advisory Boards and Committees".

I Agree

Please Agree with the Following Statement

I understand that this completed application is the property of Alachua County and I hereby certify that the statements made on this application are true and correct.

I Agree

Elizabeth Reyes-Ruffa

310.729.2121 • elizabeth.d.reyes@gmail.com

Offering more than 15 years' combined experience in public relations, marketing and advertising. Possess a B.S. in Public Relations from the University of Florida, a 5-year accreditation (APR) and a 10-year certification in public relations counseling (CPRC). Experience working with the corporate, non-profit and public sectors and a nationally ranked PR agency. Up-to-date, organized and creative and have the deep and varied skills toolbox to be a solid asset to your team.

ABBREVIATED SUMMARY OF EXPERIENCE/QUALIFICATIONS:

- Part of the 6-member executive campaign team that helped pass the Children's Trust of Alachua County in the most recent election. In this role, I contributed to campaign strategy, wrote and edited editorials, secured speakers for various engagements, and helped organize and promote events.
- Developed and deployed the Visit Gainesville, Alachua County Safe Stay Campaign. The campaign was conducted in partnership with the Alachua County Hospitality Council and with the collaboration of tourism stakeholders in order to strengthen the public's perception of Alachua County as a destination with a unified commitment to the health and safety of those who live, work, and visit here. The campaign received print, broadcast and online media coverage and was actively promoted via integrated marketing and communications initiatives inclusive of website, social media, e-mail communications and traditional advertising.
- Developed the What's Good weekly event guide, a newsletter that has doubled Visit Gainesville, Alachua County's opt-in subscriber base and which won a Flagler Award for excellence to be presented at the Florida Governor's Conference on Tourism in September.
- Managed local and national teams as account supervisor for Edelman Public Relations, Los Angeles. Responsible for assigning and monitoring work, performance evaluations and problem solving for junior staff. In this role, I played a major role in the research, planning and development of comprehensive public relations, generated media outreach strategies, wrote press materials, evaluated campaign results against objectives, managed the overall quality of work on multiple accounts by demonstrating professionalism and team leadership, assisted in successfully growing existing accounts, took responsibility for budgetary issues, including account profitability and contributed to the agency's new business programs.
- For 9 years, owned and operated Focused Communications, an integrated communications agency. Clients and campaigns of note included: The Institute for Child Health Policy's multicultural back-to-school vaccination campaign, The University of Florida College of Veterinary Medicine, Florida Sea Grant, the "It's Great to Wait" and "Stroke Awareness" campaigns on behalf of the Florida Department of Health, and more.
- Established and cultivated relationships with medical providers and community stakeholders in a 16-county region (Region 3) while adhering AHCA regulations. Relationship building was instrumental in having a pulse on the community and developing the trust between partner organizations that led to the necessary access and cooperation required to meet contract deliverables and optimal service for our membership.
- Founding partner and steering committee member of the Market Gainesville Partnership tasked with developing and launching a destination branding campaign for the City of Gainesville, under the leadership of then-City Manager Russ Blackburn. The campaign involved planning, obtaining feedback / buy in and funding from local partners, collaborating with a national destination branding agency and the logo/brand roll out. The result of the campaign was a new logo for the City of Gainesville with the slogan "every path begins with passion." The new brand/logo replaced the use of the city seal as the sole branding element for the City of Gainesville, which had been in use since 1949.

WORK HISTORY

| | |
|--|---------------------|
| Sales and Marketing Manager – Visit Gainesville, Alachua County, Gainesville, FL | Mar 2019 – Present |
| Community Engagement Navigator – Amerihealth Caritas, Prestige Health Choice, Gainesville, FL | Oct 2017 – Feb 2019 |
| Bilingual Producer and On-Air Host – City of Deltona, Deltona, FL (volunteer role) | Aug 2015 – Apr 2016 |
| Public Relations Officer – Volusia Hispanic Chamber, Deltona, FL (volunteer role) | Mar 2015 – Dec 2015 |
| Client Manager – SpeedMedia, Venice Beach, CA | Sep 2012 – Nov 2014 |
| Client Manager – DG Fast Channel (now Extreme Reach), Los Angeles, CA | Oct 2010 – Sep 2012 |
| Account Supervisor – Edelman Public Relations, Los Angeles, CA | Mar 2010 – Oct 2010 |
| Public Relations Contractor / Consultant – Multiple Clients, Los Angeles, CA | Jan 2009 – May 2010 |

Elizabeth Reyes-Ruffa

310.729.2121 • elizabeth.d.reyes@gmail.com

| | |
|---|---------------------|
| Public Relations Strategist / President – Focused Communications, Gainesville, FL | Jan 2000 – Jan 2009 |
| Public Relations and Marketing Manager – Haven Hospice, Gainesville, FL | Mar 1998 – Jan 2000 |
| Administrative Editor and Sales Coordinator – Women’s Health Digest, Gainesville, FL | Jan 1997 – Mar 1998 |
| Information Specialist – University of Florida International Center, Gainesville, FL | Jan 1994 – Jan 1997 |
| Freelance Writer – Shands at the University of Florida and North Florida Regional Medical Center | |

EDUCATION

B.S. in Public Relations, Minor in Business Administration – University of Florida, Gainesville, FL

PREVIOUS BOARD LEADERSHIP AND VOLUNTEER SERVICE

- President, Big Brothers Big Sisters of Mid Florida
- President, Leadership Gainesville Alumni Association
- Vice President and Programs Director, Florida Public Relations Association
- Board Member, Gainesville Area Chamber of Commerce
- Executive Board Member, Communications Chair, United Way of Alachua County
- External Affairs Chair, Big Brothers Big Sisters of Greater Gainesville
- Appointed Director, Gainesville League of Women Voters
- Member of the Market Gainesville Partnership task force
- Hispanic Business Council
- Co-Chair Public Relations and Marketing, Big Brothers Big Sisters Florida State Board
- Director of Accreditation, Gainesville Chapter of the Florida Public Relations Association

AWARDS

- *Golden Gator Award* – awarded by the University of Florida for exceptional work on the College of Veterinary Medicine Emerging Pathogens brochure piece used to highlight research of national and international importance and to draw talent and funds to the university
- *ADDY* – awarded by Gainesville Advertising Federation for a Veterans Day advertising campaign on behalf of HAVEN Hospice.
- *Award of Distinction for Printed Tool of Public Relations* – awarded by the FPRA Gainesville chapter for the strategic production of the inaugural Florida Sea Grant Marine Biotechnology Magazine
- *Award of Distinction for Public Relations Program* – awarded by the FPRA Gainesville chapter for the Experience Electricity in the Making Open House and Educational Program on behalf of Gainesville Regional Utilities
- *Grand Image Award for Best Audio Visual Tool* – awarded by the FPRA Gainesville chapter for the Renaissance Printing, Target Copy and University Copy Center Websites
- *Image Award for Best 4 Color Printed Tool of Public Relations* – awarded by the FPRA Gainesville chapter for the campaign brochure created of behalf of United Way of Alachua County
- *Judges Award for Best Public Relations Program* – awarded by the FPRA Gainesville chapter for excellence in cost effectiveness for planning and communications tools created of behalf of the University of Florida Warrington College of Business Florida 100 program
- *Volunteer of the Year* – awarded by United Way of Alachua County

PRIOR SPEAKING ENGAGEMENTS

- Guest lecturer at the University of Florida College of Journalism
- Speaker at the Multicultural Marketing Symposium, in Tallahassee, FL
- Presenter at the eighth annual U.S. Environmental Protection Agency (EPA) Community Involvement Conference and Training in Buffalo, New York Topic: Conquering TechnoSpeak: Communicating Complex Technical Information in an MTV World
- Guest lecturer at Eastern Kentucky University
- Presenter at the Chamber of Commerce Small Business Week Seminar, Rx for Your Business Topic: Re-hydrate Your Advertising



Alachua County Community and Administrative Services

Gina Peebles, CPRP
Assistant County Manager

Accreditation Office
Ashley Baird
Accreditation & Grants Manager

Agenda Office
Kimberley Kittle
Agenda Coordinator

Commission Services
Latoya Gainey
Executive Coordinator

Equal Opportunity
Jacqueline Chung
Equal Opportunity Manager

**Information &
Telecommunications Services**
Kevin Smith
Director

Parks and Open Space
Jason Maurer
Director

**UF/IFAS Extension Alachua
County**
Cindy Sanders, Ph.D.
UF/IFAS Extension Director

Visitors and Convention Bureau
Jessica Hurov
Tourist Development Manager

Interdepartmental Correspondence

Date: June 15, 2023
To: Michele Lieberman, County Manager
From: Gina Peebles, Assistant County Manager – Chief of Staff
Subject: Staff Advisory Board Participation

A handwritten signature in black ink, appearing to read "Gina Peebles", is located to the right of the "From:" line.

The Commission Policy on Advisory Board and Committees, section II(3) requires "advance written approval of the County Manager" for a County employee to be on a board or committee.

Please approve Elizabeth Reyes, Sales and Marketing Coordinator in the Visitors and Convention Bureau, for eligibility to participate as a board member of Visit Natural North Florida.

Approval ~~XXXXXXXXXX~~

Michele Lieberman

6/20/2023
Date