

## **Economic Development Advisory Committee**

### **Applicant Package - Actively engaged with economic development organizations**

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**Term** 28 May 2024 - 30 Oct 2025

**Positions Available** 2

**Number of applicants in this package** 1

- Jackson, Romona

**Name:** Jackson, Romona

**Address:** 6066 NW 118th Place, Alachua, 32615

**Email:** romonamjackson@gmail.com

**Board Name:** Economic Development Advisory Committee

**Primary Phone:**

9049935649

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

Former District Manager for Wells Fargo/ Current owner of FinanSense LLC, a business focused on Financial Literacy and progressing the economic mobility of our community members

**Please list any current/previous Advisory Board appointments:**

None

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

I would be able to provide a fresh perspective as a productive member of the community leveraging my financial experience and background

**Please Agree with the following statements:**

**I understand this application is the property of Alachua County and subject to public records laws. I hereby certify that the statements made on this application are true and correct. I understand that Appointees to advisory board/committees are required to attend scheduled meetings as specified in the "Guidelines for Citizen Advisory Boards and Committees". I understand that some boards and committees require Financial Disclosure (Chapter 112, Florida Statutes) and I am willing to file if required. I affirm that my personal and business (if applicable) affairs within Alachua County are in substantial compliance with all county regulatory and taxing authorities rules and regulations?:**

Yes

**Time of Submission:** 05/02/24 8:21:21 PM

**Attachments**

- Romona Jackson Resume 522024.pdf

# Romona M Jackson

6066 NW 118<sup>th</sup> Place, Alachua, FL 32615 H: 904-993-5649 romonamjackson@gmail.com  
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Ambitious, highly detail-oriented professional successful at coaching and building strategies to help individuals, families, and organizations reach their goals and help maximize potential. Demonstrated record of success in team building, coaching, and training, leadership with motivation and purpose, meeting and exceeding goals with expertise in providing excellent customer service, financial literacy training, and economic empowerment presentations.

## Core Skills

- Strong Organizational Skills
- Attention to Detail
- Training and Coaching Teams/Individuals
- Relationship Management
- Project Management
- Team Building

## Experience

### Neighborhood Housing & Development Corporation – Business Development Manager 03/2024 – Present

- Research and write grants to underwrite the initiatives and programs of the NHDC
- Establish new business partnerships with businesses and organizations within our service area(s).
- Work with Community Outreach Liaison to broaden the reach of the NHDC within the Community.

### Florida Community Health Worker Coalition – Statewide Program Director 03/2022 – 09/2023

- Coordinate CHW training and development program for 1200 CHW in six (6) Regions
- Facilitate training and develop learning curriculums for CHW career lattice(s)
- Work to develop new community partnerships to advance the work of CHWs
- Work closely with the Coalition Board President to complete contract deliverables assigned by the Florida Department of Health.

### FinanSense LLC – Owner/Financial Coach 07/2021 – Present

- Coach families and individuals to help them reach their financial goals
- Facilitate economic empowerment sessions for businesses and organizations
- Conduct financial literacy sessions for adults and youth to educate them on debt management and finances
- Create financial plans and make recommendations based on current needs and goals

### Gainesville Health and Fitness Center – Group Fitness Instructor/Personal Trainer 01/2021 – Present

- Conduct group fitness classes: Les Mills BodyPUMP and Zumba
- Les Mills Certified BodyPUMP Instructor
- Licensed Zumba Instructor
- Certified Personal Trainer

### Wells Fargo Bank, NA | Regional Banking District Manager, Gainesville, FL- 02/2017 – 03/2022

- Motivate, coach, and support the objective of providing outstanding customer service and performance by leading a team of eight (8) direct reports and 104 indirect reports in eight (8) retail banking locations.
- Strategized with branch managers to create a vision and plan that focused on meeting the customer's financial needs.

- Coached, trained, and developed branch and service managers around soundness and efficient branch operations.
- Implemented branch performance objectives, diagnosed performance problems, and addressed human resources, and team management issues.
- Coached managers and partnered with other Wells Fargo lines of business to deepen customer relationships.
- Led team with integrity and created an environment where team members felt included, valued, and supported to do work that energized them.

**Wells Fargo | Store Manager 1 & 2, Jacksonville, FL, 09/2014 – 02/2017**

- Oversaw a branch team consisting of 11 tellers, 3 lead tellers, 2 service managers, and 10 personal bankers.
- Helped banker team develop prospects for new customers and maintain relationships with local businesses to increase business presence in the community.
- Oversaw team operations to ensure compliance with regulatory requirements including Bank Secrecy Act, Anti Money Laundering, OFAC, USA Patriot Act, Privacy Act, and Community Reinvestment Act.
- Created strategies to develop and expand existing customer sales.
- Promoted Personal Banker to Store Manager; two tellers to CSSR; Personal Banker 1 to Personal Banker 2. Represented District Manager in Area President Impact meetings and led District calls as backfill during an absence.

**Wells Fargo | Service Mgr. I & II, Gainesville, FL / Colorado Springs, CO, 08/2011 - 09/2014**

- Oversaw branch team of 8 tellers and 6 personal bankers in Gainesville and 13 tellers and 10 bankers in Level 4 store in Colorado Springs. Assisted Branch Manager and assumed role during absences. Promoted within 3 months of hire as Service Manager 1.
- Maintained friendly and professional customer interactions alongside confidentiality of bank records and client information.
- Hired, trained, and developed new and existing team members.
- Maintained records that met compliance expectations and ensured the successful passing of annual audits.

**Education | Affiliations| Accomplishments**

**Bachelor of Arts (BA), Broadcast Journalism | Florida A&M (Agricultural and Mechanical) University, Tallahassee, FL**

- Published Author – Three (3) published books
- Certified Ramsey Master Coach
- AFAA/NASM Certified Group Fitness Instructor
- AFAA/NASM Certified Personal Trainer
- NASM Certified Senior Fitness Specialist
- CETI Certified Cancer Exercise Specialist
- AFCPE Certified (Association for Financial Counseling & Planning Education)
- Owner of Carolyn's Heart Incorporated – A non-profit organization
- Leadership Gainesville (45) Alumni Group
- The Links, Inc. – Gainesville (FL) Chapter
- Featured as Gainesville Community Leader in the Juneteenth 2021 Edition of Synergy Magazine
- Star Center Theater – Past Executive Board President
- The Education Foundation of Alachua County – Board President
- Siatech MYcroSchool Executive Board Member