

# Jonathan Richardson

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## Summary

Accomplished communicator with solid oral, written and presentation skills. Proven experience in public relations, campaign management and graphic design. Successful history of developing effective marketing and promotional strategies and establishing strong alliances among clients, community-based organizations and targeted businesses.

## Experience & Capabilities

- Effectively managed all marketing, advertising and communication efforts for membership-based organization serving 14 Florida counties, increasing membership enrollment and revenues.
- Served as organization spokesperson for all radio, television, electronic and print media interviews covering the Florida panhandle.
- Increased media coverage more than 700% in one year through the development and implementation of a strategic media relations campaign.
- Created and implemented a now national communications process designed to collect information and match scam victims with reporters.
- Designed and developed direct mail campaigns, brochures, media and sponsor kits, newsletters, sales packets and print advertisements.
- Deliver presentations to civic and professional organizations and guest lecture classes at the University of West Florida.
- Assisted in the direction of an award-winning public relations campaign through the establishment of communication strategy, research plan, special events and marketing materials.
- Central role in the production and hosting of weekly community news broadcast.
- Planned and coordinated special events including on-site presentations, community festivals and award luncheons.
- Experience in Adobe Creative Suite, Macromedia Dreamweaver and Microsoft Office.

## Career Development

December 2004 to Present  
Communications Director, Better Business Bureau of Northwest Florida

Pensacola, Fla.

December 2002 to January 2005  
Public Relations Assistant, University of West Florida, Marketing Communications Department

Pensacola, Fla.

January 2004 to May 2004  
Communications Director, Public Relations Campaigns, University of West Florida Alumni Association

Pensacola, Fla.

## Education

B.A., Communication Arts/Public Relations - University of West Florida, Pensacola, Florida 2004

## Professional Affiliations

Board of Directors - VP of Communications, Florida Public Relations Association, Pensacola Chapter  
Ambassador, Pensacola Bay Area Chamber of Commerce  
Active Member, Northwest Florida Financial Crimes Task Force

## Recognition

2006 Outstanding Bureau Award for Overall Communications – Council of Better Business Bureaus  
2006 Member of the Year - Florida Public Relations Association, Pensacola Chapter  
2006 Best Chapter Newsletter - Florida Public Relations Association  
2004 Golden Image Award, Public Relations Campaign - Florida Public Relations Association