

## Board Applicants –Marketing Seat (County)

<b>Name</b>	<b>Occupation</b>	<b>Ethnicity</b>	<b>Gender</b>
Joey Arellano*	Florida House of Representatives	Hispanic	Male
Erika Michelle Branchcomb*	Florida League of Cities	Caucasian/Non-Hispanic	Female
Kimberly Bryant*	Moore Agency	Black/African-American	Female
+Giavona Williams	Grova Creative	Black/African-American	Female

\*Indicates staff choice

+Alternate



**LEON COUNTY BOARD OF COUNTY COMMISSIONERS  
CITIZEN COMMITTEE APPLICATION  
COUNCIL ON CULTURE AND ARTS BOARD**

**It is the applicant's responsibility to keep this information current. To advise the County of any changes please contact Mary Smach by telephone at (850) 606-5300 or by e-mail at smachm@leoncountyfl.gov. Applications will be discarded if no appointment is made after two years.**

<b>Name:</b> Mr. Joey Arellano		<b>Date:</b> 8/7/2023 3:17:54 PM	
<b>Home Address:</b>	2341 Claremont lane Tallahassee, FL 32301	<b>Do you live in Leon County?</b>	Yes
<b>Home Phone:</b>	(786) 516-6264	<b>Do you live within the City limits?</b>	Yes
<b>Primary Email:</b>	arellanojoey@icloud.com	<b>Do you own property in Leon County?</b>	No
		<b>Do you own property in the Tallahassee City Limits?</b>	No
		<b>How many years have you lived in Leon County?</b>	12

**(EMPLOYMENT INFORMATION)**

<b>Employer:</b>	Florida House of Representatives	<b>Work Address:</b>	402 S Monroe St Suite 316, The Capitol, Tallahassee, FL 32301
<b>Occupation:</b>	Deputy Communications Director	<b>Work Email:</b>	joey.arellano@myfloridahouse.gov
<b>Work/Other Phone:</b>	(850) 717-4943		

**(OPTIONAL)**

Leon County strives to meet its goals, and those contained in various federal and state laws, of maintaining a membership in its Advisory Committees that reflects the diversity of the community. Although strictly optional for Applicant, the following information is needed to meet reporting requirements and attain those goals.

<b>Race:</b>	Hispanic or Latino	<b>Gender:</b>	M	<b>Age:</b>	30
<b>District:</b>	District V	<b>Disabled?</b>	No		

**(RESUME AND REFERENCES)**

References (you must provide at least one personal reference who is not a family member):

<b>Name:</b>	Betsy Couch	<b>Name:</b>	Tatiana Daguillard
<b>Address:</b>	betsy.couch@kccitallahassee.com	<b>Address:</b>	
<b>Phone:</b>	(850) 509-3767	<b>Phone:</b>	(786) 449-9943

**Resume Uploaded?** Yes

If no resume is available, in the space below briefly describe or list the following: any previous experience on other Committees; your educational background; your skills and experience you could contribute to a Committee; any of your professional licenses and/or designations and indicate how long you have held them and whether they are effective in Leon County; any charitable or community activities in which you participate; and reasons for your choice of the Committee indicated on this Application. Please attach your resume, if one is available.

**(COMMITTEE QUESTIONNAIRE)**

## IMPORTANT LEGAL REQUIREMENTS FOR COMMITTEE/BOARD/AUTHORITY MEMBERSHIP

Citizen participation is important in developing Leon County's programs and policies, and in providing quality public services to the community. We appreciate your interest in serving on a committee and would like to bring a few items to your attention. As a member of a committee/board/authority, you will be obligated to follow any applicable laws regarding government-in-the-sunshine, code of ethics for public officers, and public records disclosure.

The consequences for violating these applicable laws include criminal penalties, civil fines, and the voiding of any committee/board/authority action and of any subsequent action by the Board of County Commissioners. In order to be familiar with these laws and to assist you in answering the following questions, please take a few minutes to complete the mandatory orientation. Your application will not be deemed complete until you have completed the orientation.

Have you completed the Applicant Orientation for membership on Citizen Committees, Board & Authorities?\* **Yes**

Are you currently serving on a County Advisory Committee or other Committee/Authority/Board?\* **No**

Have you served on any previous Leon County committees?\* **No**

Are you willing to complete a financial disclosure form if applicable?\* **Yes**

Do you know of any circumstances that would result in you having to abstain from voting on a Committee/Board/Authority due to voting conflicts? (Not applicable to Focus Groups)\* **No**

Are you or your employer, or your spouse or child or their employers, currently doing business with Leon County?\* **No**

Are you or your employer, or your spouse or child or their employers, currently doing business with the Committee/Board/Authority to which you are applying for membership?\* **No**

Do you currently have any employment or contractual relationship that would create a continuing or frequently recurring conflict with regard to your participation on a Committee/Board/Authority? (i.e. would you have frequent or reoccurring voting conflicts?)\* **No**

Do you foresee participating in any competitive bid process for Leon County business during your time serving on this committee/board/authority?\* **No**

Do you foresee participating in any competitive bid process involving business with the Committee/Board/Authority to which you are applying, during your time serving on that entity?\* **No**

Is your personal information exempt from public records disclosure in accordance with FS 119.071(2)(j)1 or FS 119.071(4)? **No**

Per section 265.32 Florida Statutes, each council member will be charged with the responsibility of serving the best interests of the arts in the county and no council member shall view his or her role as that of representing any particular geographic area of the county, interest group, arts institution, community organization, or audience. No individual committed to, or owing allegiance to, any particular arts faction shall be eligible to serve on the council.

If appointed, I agree to comply with the above statutory regulation. **Yes**

All members must be qualified electors residing in Leon County.

Are you a registered voter in Leon County? **Yes**

Members must meet one of the membership eligibility criteria listed below. Please indicate your area of expertise.

- Business/Economic Development
- Historic Preservation / Ethnic Heritage
- Marketing

Please explain: *Have created publicity plans for art installations; created graphics for ribbon cuttings; developed social media campaigns for art projects*

- Practicing Artist
- Tourism Industry
- Community Volunteerism
- Resident of Leon County (At-large seat)

All statements and information provided in this application are true to the best of my knowledge.

Signature: *Mr. Joey Arellano*

The application was electronically sent: 8/7/2023 3:17:54 PM

# Joanny “Joey” Arellano

| arellanojoey@icloud.com | <https://www.linkedin.com/in/joeyarellano> |

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## Communications Strategist | Storyteller | Editor

### Leadership

- Serving second term on the Tallahassee Human Relations Council (Oct. 2022-Sept. 2024)
- 2023 KCCI Project Advisory Committee Chair
- 2022 KCCI Project Advisory Committeeman
- 2021 KCCI Community Catalyst

### Key Skills

- Fluent in written and spoken Spanish
- Proficient in using Microsoft Word, Excel, and PowerPoint and G-Suite (both Microsoft and Apple)
- Proficient in Canva

### Education

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The Florida State University | **Bachelor of Arts in International Affairs** December 2015  
The Florida State University | **Bachelor of Arts in English: Editing, Writing, and Media** December 2015  
Certificate minor: Disaster Management and Homeland Security

Florida Atlantic University | **Certificate: Hospitality and Tourism Management** June 2020

### Facilitating or Speaking Engagements

- 
- Press Skills Training workshop facilitator for New Leaders Council Palm Beach: 03/2022
  - Guest speaker for FIT Professor Rolanda Hatcher-Gallop’s Intro to Communications class: 11/2021
  - Panelist for FSU MBAA’s Appreciating Diversity in Business forum event: 11/2020
  - Guest speaker for FSU CARE; presented Branding 101: Rethinking the Online Personal Brand: 09/2019

### Professional Development

- 
- Human Trafficking Business Training – Survive and Thrive Advocacy Center: 07/2022
  - Crisis and Emergency Risk Communication – The Centers for Disease Control and Prevention: 06/2022
  - Effective Communication - FEMA Emergency Management Institute: 01/2021
  - Content Marketing - HubSpot Academy: 12/2020
  - Hospitality and Tourism Management - Florida Atlantic University: 06/2020
  - Google Analytics for Beginners - Google Analytics Academy: 05/2019
  - Building Profitable Customer Relationships certificate - DXC University: 03/2019
  - Managing Communications in a Virtual Team certificate - DXC University: 03/2019
  - Monitor Project Communications (PMBOK Guide 6th Ed.) certificate - DXC University: 03/2019
  - Plan and Manage Communications (PMBOK Guide 6th Ed.) certificate - DXC University: 03/2019

### Work Experience

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**Florida House of Representatives, Office of the Minority Leader** Tallahassee, Florida  
*Deputy Communications Director* January 2021-Current

- Ensure the Minority Leader’s priorities are communicated to the public in both English and Spanish.
- Provide counsel to House Democratic Caucus members on public relations best practices.
- Research, analyze, and interpret legislative data and/or information to prepare and disseminate as public information.
- Assess public relations needs of the Leader and Caucus members as requested.
- Conduct media monitoring as it relates to the Leader, Caucus, and other information.
- Assist in training legislative staff in the preparation and dissemination of mass communication and social media items.
- Provide edits and suggested enhancements on mass communication items.
- Monitor all official House Democratic Office (@FLHouseDems) social media accounts.
- Create social media content calendar and social media content.
- Design social media graphics as needed.
- Create and design graphic templates as needed.
- Designed, enhanced, and implemented new technical document templates for various publications used and referenced by legislators and their staff, including: Floor Notes, Special Order, and Third Reading packets; General Appropriations Act/Budget Conference Report; annual Vote Book, biannual Issue Book, and more.
- Appointed as “Floor Warden” for the office; duties include serve as point of contact during disasters, keep head count during drills and emergencies, provide evacuation direction, be apprised of weather updates, and communicate with the House as needed.
- Awarded the 2022 Florida House of Representatives Unsung Hero Award for the Minority Office.

**Alton Edmond for Brevard County Sheriff**  
*Communications and Social Media Strategist*

Tallahassee, Florida  
July 2020-November 2020

- Communicate with members of the press to coordinate events and pitch stories.
- Draft and edit talking points, fact sheets, advertisement scripts, and policy papers.
- Create graphics for social media use.
- Develop a social media strategy to elevate digital presence.

**Indelible Business Solutions, Inc.**  
*Junior Associate Contractor*

Tallahassee, Florida  
February 2020-August 2020

- Subcontractor for KPMG.
- Blindly evaluating, scoring, and reporting on stand-alone cannabis dispensary applications, with focus on floor, security, record keeping, community engagement, operating, and diversity plans.
- Blindly evaluating, scoring, and reporting on cannabis graft grower, infuser, and transporter applications with focus on community engagement, environmental, and security plans, as well as recordkeeping.
- Responsible for data reporting consistency and weekly project progress.

**SalterMitchell PR**  
*Public Relations Specialist*

Tallahassee, Florida  
August 2019-November 2019

- Assist in coordinating and executing PR campaigns.
- Research and draft press materials as well as execute press events.
- Work closely with team members to keep account activity on track and moving forward.

**DXC Technology**  
*Publications Coordinator*

Tallahassee, Florida  
January 2017-August 2019

- Thoroughly edit all internal and external content for the client as requested, including but not limited to: Word Documents, Excel Spreadsheets, PowerPoint Presentations, and Visio Charts.
- Apply corporate branding to all material produced and distributed.
- Draft and edit managed care and provider alerts.
- Routinely update the Florida Medicaid Public and Secure Web Portals, and the Florida Health Plan Portal using XML coding.
- Edit and format technical documents in Adobe FrameMaker.
- Active committee member of the DXC Tallahassee Mood and Morale (M&M) team.
- Corporate brand ambassador for the DXC Tallahassee account.

**Florida Department of Environmental Protection**  
*Press Office Intern*

Tallahassee, Florida  
September 2015-December 2015

- Drafted, formatted and accurately edited press releases, newsletters, and other written works.
- Served as initial contact for media inquiries and reported all news leads to the press secretary.
- Gathered, constructed, and distributed daily updates over media inquiries.
- Developed, pitched, and published social media content through official social media accounts.

**Nonprofit Experience**

**Florida State University Hispanic/Latinx Alumni Network**  
*Founding Member; Communications Director*

Tallahassee, Florida  
February 2020-August 2021

- Develop the Network's physical and online brand.
- Develop outreach content in partnership with Membership Engagement Director.
- Maintain official social media pages.

**New Leaders Council Tallahassee**  
*Communications Co-Chair*

Tallahassee, Florida  
July 2018-June 2019

- Created official chapter logo.
- Responsible for NLC's local branding, communications, social media presence, and promotion.



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<b>Name:</b> Mrs. Erika Michelle Branchcomb		<b>Date:</b> 7/26/2023 1:33:01 PM	
<b>Home Address:</b>	2115 Lake Forest Dr Tallahassee, FL 32303	<b>Do you live in Leon County?</b>	Yes
<b>Home Phone:</b>	(850) 556-2717	<b>Do you live within the City limits?</b>	Yes
<b>Primary Email:</b>	erika.branchcomb@gmail.com	<b>Do you own property in Leon County?</b>	No
		<b>Do you own property in the Tallahassee City Limits?</b>	No
		<b>How many years have you lived in Leon County?</b>	40

**(EMPLOYMENT INFORMATION)**

<b>Employer:</b>	Florida League of Cities	<b>Work Address:</b>	301 S Bronough St Ste 300, Tallahassee, FL 32303
<b>Occupation:</b>	Senior Communications Specialist	<b>Work Email:</b>	ebranchcomb@flcities.com
<b>Work/Other Phone:</b>	(850) 701-3653		

**(OPTIONAL)**

Leon County strives to meet its goals, and those contained in various federal and state laws, of maintaining a membership in its Advisory Committees that reflects the diversity of the community. Although strictly optional for Applicant, the following information is needed to meet reporting requirements and attain those goals.

<b>Race:</b>	White	<b>Gender:</b>	F	<b>Age:</b>	43
<b>District:</b>		<b>Disabled?</b>	No		

**(RESUME AND REFERENCES)**

References (you must provide at least one personal reference who is not a family member):

<b>Name:</b>	Flecia Braswell	<b>Name:</b>	Betsy Couch
<b>Address:</b>	2094 Wildridge Dr, Tallahassee, FL, 32303	<b>Address:</b>	Knight Creative Communities Institute P.O. Box 10352 Tallahassee, Florida 32302
<b>Phone:</b>	(850) 322-1073	<b>Phone:</b>	(850) 509-3767

**Resume Uploaded?** Yes

If no resume is available, in the space below briefly describe or list the following: any previous experience on other Committees; your educational background; your skills and experience you could contribute to a Committee; any of your professional licenses and/or designations and indicate how long you have held them and whether they are effective in Leon County; any charitable or community activities in which you participate; and reasons for your choice of the Committee indicated on this Application. Please attach your resume, if one is available.

**(COMMITTEE QUESTIONNAIRE)**

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Have you served on any previous Leon County committees?\* **No**

Are you willing to complete a financial disclosure form if applicable?\* **Yes**

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If appointed, I agree to comply with the above statutory regulation. **Yes**

All members must be qualified electors residing in Leon County.

Are you a registered voter in Leon County? **Yes**

Members must meet one of the membership eligibility criteria listed below. Please indicate your area of expertise.

- Business/Economic Development
- Historic Preservation / Ethnic Heritage
- Marketing



Please explain: *Communications professional with strong writing, editing and project management skills. Background in copywriting, advertising, and website/mobile app management. I have also served on several boards and helped promote services and programs for these agencies. I was a KCCI Community Catalyst in 2021 and worked with COCA and Leon County on the Art of the Box public art project.*

- Practicing Artist
- Tourism Industry
- Community Volunteerism
- Resident of Leon County (At-large seat)

All statements and information provided in this application are true to the best of my knowledge.

Signature: *Mrs. Erika Michelle Branchcomb*

The application was electronically sent: 7/26/2023 1:33:01 PM

# Erika M. Branchcomb

2115 Lake Forest Drive | Tallahassee, Florida 32303

850.556.2717 | erika.branchcomb@gmail.com

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*Experienced communications professional with strong writing, editing and project management skills. Background in copywriting, advertising and branding*

## **Work History**

August 2020-  
Present

### **Senior Communications Specialist Florida League of Cities**

Manages websites for the Florida League of Cities and the Florida Municipal Insurance Trust, including the League's Quality Cities online magazine site. Manages League and FMIT publications, marketing materials and other projects. Oversees app development and content management. Coordinates and sends legislative action alerts and text messages. Writes monthly columns and articles for Quality Cities magazine. Develops and oversees email campaigns including weekly newsletters and promotional eblasts. Ensures consistency and quality of the League's brand and image, and oversees special projects, as needed.

October 2012-  
August 2020

### **Communications Specialist Florida League of Cities**

Managed the League's website, app development and content management. Responsible for newsletters, eBlasts and other digital marketing promotions. Writes monthly columns and articles for Quality Cities magazine. Managed advertising for League publications. Ensured consistency and quality of the League's brand and image, and oversees special projects, as needed.

May 2012-  
October 2012

### **Marketing & Communications Consultant Florida Certification Board**

Responsible for generating and managing content for the FCB website, overseeing production of quarterly newsletter, developing and managing collateral materials, ensuring consistency and quality of FCB brand and image.

December 2011-  
April 2012

**Freelance Public Relations & Communications Consultant**

Responsibilities included developing marketing strategies, overseeing projects, writing and editing web content, press releases, feature articles and other collateral materials.

March 2010 –  
November 2011

**Florida Chamber of Commerce  
Marketing Communications Manager**

Responsibilities included developing and managing member communications, strategic planning and execution of communication and marketing plans, serving as editor of electronic newsletters and annual publications, writing scripts for special events and presentations, managing social media, assisting with planning and execution of company events, handling media inquiries, and overseeing special projects, as needed.

February 2006 –  
March 2010

**Capital City Bank  
Communications Specialist**

Responsibilities included writing and distributing press releases to media, developing and implementing promotional campaigns, creating and managing content for internal website, managing print advertising, developing and managing corporate communications, serving as editor and contributor for printed/electronic newsletters, assisting with planning and execution of company events, and oversight of special projects, as needed.

**Education**

**American Copy Editors Society/Poynter News University**  
Poynter ACES Certificate in Editing

**University of West Florida**  
Bachelor of Arts in Communication  
Arts/Advertising Minor in Psychology

**Tallahassee Community College**  
Associate of Arts

**Community  
Involvement**

Board of Directors, 2-1-1 Big Bend, 2022-24 Chair  
2021 Community Catalyst, Knight Creative Communities Institute  
Board of Directors, Children's Home Society, Jun 2011 – Feb 2017  
Leon County Relay for Life Marketing & Publicity Chair,  
American Cancer Society, January 2010



**LEON COUNTY BOARD OF COUNTY COMMISSIONERS  
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<b>Name:</b> Ms. Kimberly Bryant		<b>Date:</b> 7/26/2023 10:29:05 PM	
<b>Home Address:</b>	4910 N Monroe St Apt. C102 Tallahassee, FL 32303	<b>Do you live in Leon County?</b>	Yes
<b>Home Phone:</b>	(336) 708-0312	<b>Do you live within the City limits?</b>	Yes
<b>Primary Email:</b>	kimsbryant@gmail.com	<b>Do you own property in Leon County?</b>	No
		<b>Do you own property in the Tallahassee City Limits?</b>	No
		<b>How many years have you lived in Leon County?</b>	0

**(EMPLOYMENT INFORMATION)**

<b>Employer:</b>	Moore	<b>Work Address:</b>	4910 N Monroe St Apt. C102, Tallahassee , FL 32303
<b>Occupation:</b>	Marketing Communications/Media Director	<b>Work Email:</b>	kimb@themooreagency.com
<b>Work/Other Phone:</b>	(336) 708-0312		

**(OPTIONAL)**

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<b>Race:</b>	Black or African American	<b>Gender:</b>	F	<b>Age:</b>	44
<b>District:</b>		<b>Disabled?</b>	No		

**(RESUME AND REFERENCES)**

References (you must provide at least one personal reference who is not a family member):

<b>Name:</b>	Tarran Jefferson	<b>Name:</b>	Donna Watson
<b>Address:</b>	3325 Woodbriar Lane Tallahassee, FL 32303	<b>Address:</b>	
<b>Phone:</b>	(850) 264-3251	<b>Phone:</b>	(850) 228-0029

**Resume Uploaded?** Yes

If no resume is available, in the space below briefly describe or list the following: any previous experience on other Committees; your educational background; your skills and experience you could contribute to a Committee; any of your professional licenses and/or designations and indicate how long you have held them and whether they are effective in Leon County; any charitable or community activities in which you participate; and reasons for your choice of the Committee indicated on this Application. Please attach your resume, if one is available.

Board Member- I Am Music Foundation

Board Member- Capital Area Healthy Start Coalition (2019-2023)

Community Outreach Chair- Capital Area Healthy Start Coalition (2021-2022)

Community Catalyst- KCCI

Volunteer- Griffin Middle School

My experience and interests are both in marketing immunizations. I enjoy using my skills, experience and connections to help non-profit or community organizations. I often lend ideas and time to organizations to help however I can. I have a special affinity for the arts as I grew up dancing with the Greensboro Ballet in NC (I often refer to ballet as my first love) and can attest to all of the benefits of exposure to and involvement in the arts.

Very recently sold my home in Gadsden County and moved back to Tallahassee. Prior to owning my home there I lived in Tallahassee for 3 years, in addition to the time I lived here while in college. Additionally, my primary employer is here in Tallahassee, my kids attend school and participate in activities in Tallahassee and my volunteer work and recreational activities take place in Tallahassee. I have also been a Realtor with Keller Williams serving the Tallahassee area for almost 10 years.

**(COMMITTEE QUESTIONNAIRE)**

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Have you completed the Applicant Orientation for membership on Citizen Committees, Board & Authorities?\* **Yes**

Are you currently serving on a County Advisory Committee or other Committee/Authority/Board?\* **No**

Have you served on any previous Leon County committees?\* **Yes**

If Yes, on what Committee(s) have you served?

Are you willing to complete a financial disclosure form if applicable?\* **Yes**

Do you know of any circumstances that would result in you having to abstain from voting on a Committee/Board/Authority due to voting conflicts? (Not applicable to Focus Groups)\* **No**

Are you or your employer, or your spouse or child or their employers, currently doing business with Leon County?\* **No**

Are you or your employer, or your spouse or child or their employers, currently doing business with the Committee/Board/Authority to which you are applying for membership?\* **No**

Do you currently have any employment or contractual relationship that would create a continuing or frequently recurring conflict with regard to your participation on a Committee/Board/Authority? (i.e. would you have frequent or reoccurring voting conflicts?)\*  
*No*

Do you foresee participating in any competitive bid process for Leon County business during your time serving on this committee/board/authority?\* *No*

Do you foresee participating in any competitive bid process involving business with the Committee/Board/Authority to which you are applying, during your time serving on that entity?\* *No*

Is your personal information exempt from public records disclosure in accordance with FS 119.071(2)(j)1 or FS 119.071(4)? *No*

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If appointed, I agree to comply with the above statutory regulation. *Yes*

All members must be qualified electors residing in Leon County.

Are you a registered voter in Leon County? *Yes*

Members must meet one of the membership eligibility criteria listed below. Please indicate your area of expertise.

Business/Economic Development

Historic Preservation / Ethnic Heritage

Marketing

Please explain: *Nearly 20 year career in marketing communications from advertising agencies to corporate marketing departments.*

Practicing Artist

Tourism Industry

Community Volunteerism

Resident of Leon County (At-large seat)

All statements and information provided in this application are true to the best of my knowledge.

Signature: *Ms. Kimberly Bryant*

The application was electronically sent: 7/26/2023 10:29:05 PM

# KIMBERLY BRYANT

336) 708-0312 · [KimSBryant@gmail.com](mailto:KimSBryant@gmail.com) · Midway, FL 32343

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## Experience

### **Director**

*Jan 2020 to Present*

#### **The Moore Agency**

- Work with clients to identify needs to develop custom strategic solutions to achieve goals
- Lead the development, implementation and execution of integrated marketing campaigns
- Collaborate with various discipline areas to identify opportunities, recommend solutions and establish scopes of work and contracts
- Plan, develop and execute paid media campaigns
- Analyze campaign data to identify key learnings to consider for future activations
- Provide guidance as a subject matter expert on the paid media landscape including new or changing options for engagement
- Contribute multicultural communications strategies and insights

### **Regional Marketing Manager**

*Mar 2014 to Jan 2020*

#### **Publix Super Markets**

- Produced strategic campaign which increased brand presence and product sales by more than 40%
- Implemented store opening campaigns that exceeded opening sales goals and customer count
- Launched new brand concept and exceeded sales and customer count goals
- Developed strategic regional, divisional and corporate-wide customer-directed campaigns to address competitor response initiatives, underperforming stores and store grand openings/closings
- Activated annual campaigns for more than 15 coastal locations to aid in the achievement of more than 75% of the annual sales goals for each store during the summer travel season
- Managed the channel selection and execution of strategic marketing campaigns to maximize divisional Retail sales and profits
- Evaluated and executed event marketing activities, such as sponsorships, partnerships and trade shows
- Led teams in local brand marketing activities
- Developed strategy for and implemented corporate wide multicultural brand campaigns

### **Broadcast Media Supervisor**

*Nov 2005 to Feb 2014*

#### **The Zimmerman Agency**

- Planned, negotiated, placed and managed Broadcast, Digital and Social media campaigns and budgets
- Generated and executed integrated marketing communications campaigns
- Procured, evaluated and oversaw sponsorships and partnerships with professional and collegiate sports teams and other organizations relevant to client goals
- Developed recommendations for broadcast and digital media opportunities
- Led team in the implementation of paid media invoicing process

### **Media Buyer**

*Apr 2003 to Oct 2005*

#### **Mullen Advertising**

- Negotiated and managed broadcast television and radio buys for US markets
- Secured added value opportunities to expand and extend paid media campaigns
- Managed budgets for individual buys, associated invoices and proof of performance

## Education

**West Virginia University**, Morgantown, WV  
M.S. Integrated Marketing Communications

**Florida A&M University**, Tallahassee, FL  
B.S. Public Relations

## Skills

Brand Management  
Budget Management  
Market Analysis

Marketing Strategy  
Media Buying  
Media Planning

Multicultural Marketing  
Partnership Development  
Product Marketing

Project Management  
Strategy Development  
Vendor Management



**LEON COUNTY BOARD OF COUNTY COMMISSIONERS  
CITIZEN COMMITTEE APPLICATION  
COUNCIL ON CULTURE AND ARTS BOARD**

**It is the applicant's responsibility to keep this information current. To advise the County of any changes please contact Mary Smach by telephone at (850) 606-5300 or by e-mail at smachm@leoncountyfl.gov. Applications will be discarded if no appointment is made after two years.**

<b>Name:</b> Mrs. Giavona Williams		<b>Date:</b> 8/7/2023 6:43:56 PM	
<b>Home Address:</b>	3416 Clifden Dr. Tallahassee, FL 32309	<b>Do you live in Leon County?</b>	Yes
		<b>Do you live within the City limits?</b>	Yes
		<b>Do you own property in Leon County?</b>	Yes
<b>Home Phone:</b>	(814) 882-1641	<b>Do you own property in the Tallahassee City Limits?</b>	Yes
<b>Primary Email:</b>	g@grovacreative.com	<b>How many years have you lived in Leon County?</b>	12

**(EMPLOYMENT INFORMATION)**

<b>Employer:</b>	Grova Creative	<b>Work Address:</b>	522 E Park Ave Suite 201, Tallahassee, FL 32309
<b>Occupation:</b>	CEO + Founder	<b>Work Email:</b>	g@grovacreative.com
<b>Work/Other Phone:</b>	(850) 296-8363		

**(OPTIONAL)**

Leon County strives to meet its goals, and those contained in various federal and state laws, of maintaining a membership in its Advisory Committees that reflects the diversity of the community. Although strictly optional for Applicant, the following information is needed to meet reporting requirements and attain those goals.

<b>Race:</b>	Black or African American	<b>Gender:</b>	F	<b>Age:</b>	35
<b>District:</b>	District I	<b>Disabled?</b>	No		

**(RESUME AND REFERENCES)**

References (you must provide at least one personal reference who is not a family member):

<b>Name:</b>	Kristi Kreitlow	<b>Name:</b>	Travis Sparkman
<b>Address:</b>	500 Capital Cir SE Suite B1, Tallahassee, FL 32301	<b>Address:</b>	1134 W. Orange Avenue, Tallahassee, FL 32310
<b>Phone:</b>	(850) 443-4848	<b>Phone:</b>	(850) 879-3200

**Resume Uploaded?** Yes

If no resume is available, in the space below briefly describe or list the following: any previous experience on other Committees; your educational background; your skills and experience you could contribute to a Committee; any of your professional licenses and/or designations and indicate how long you have held them and whether they are effective in Leon County; any charitable or community activities in which you participate; and reasons for your choice of the Committee indicated on this Application. Please attach your resume, if one is available.

**(COMMITTEE QUESTIONNAIRE)**



## IMPORTANT LEGAL REQUIREMENTS FOR COMMITTEE/BOARD/AUTHORITY MEMBERSHIP

Citizen participation is important in developing Leon County's programs and policies, and in providing quality public services to the community. We appreciate your interest in serving on a committee and would like to bring a few items to your attention. As a member of a committee/board/authority, you will be obligated to follow any applicable laws regarding government-in-the-sunshine, code of ethics for public officers, and public records disclosure.

The consequences for violating these applicable laws include criminal penalties, civil fines, and the voiding of any committee/board/authority action and of any subsequent action by the Board of County Commissioners. In order to be familiar with these laws and to assist you in answering the following questions, please take a few minutes to complete the mandatory orientation. Your application will not be deemed complete until you have completed the orientation.

Have you completed the Applicant Orientation for membership on Citizen Committees, Board & Authorities?\* **Yes**

Are you currently serving on a County Advisory Committee or other Committee/Authority/Board?\* **No**

Have you served on any previous Leon County committees?\* **No**

Are you willing to complete a financial disclosure form if applicable?\* **Yes**

Do you know of any circumstances that would result in you having to abstain from voting on a Committee/Board/Authority due to voting conflicts? (Not applicable to Focus Groups)\* **No**

Are you or your employer, or your spouse or child or their employers, currently doing business with Leon County?\* **Yes**

If yes, please explain *My company is a subcontractor for Leon County Schools, and we help them with creative marketing.*

Are you or your employer, or your spouse or child or their employers, currently doing business with the Committee/Board/Authority to which you are applying for membership?\* **No**

Do you currently have any employment or contractual relationship that would create a continuing or frequently recurring conflict with regard to your participation on a Committee/Board/Authority? (i.e. would you have frequent or reoccurring voting conflicts?)\* **No**

Do you foresee participating in any competitive bid process for Leon County business during your time serving on this committee/board/authority?\* **No**

Do you foresee participating in any competitive bid process involving business with the Committee/Board/Authority to which you are applying, during your time serving on that entity?\* **No**

Is your personal information exempt from public records disclosure in accordance with FS 119.071(2)(j)1 or FS 119.071(4)? **No**

Per section 265.32 Florida Statutes, each council member will be charged with the responsibility of serving the best interests of the arts in the county and no council member shall view his or her role as that of representing any particular geographic area of the county, interest group, arts institution, community organization, or audience. No individual committed to, or owing allegiance to, any particular arts faction shall be eligible to serve on the council.

If appointed, I agree to comply with the above statutory regulation. **Yes**

All members must be qualified electors residing in Leon County.

Are you a registered voter in Leon County? **Yes**

Members must meet one of the membership eligibility criteria listed below. Please indicate your area of expertise.

Business/Economic Development

Please explain: *As a business owner in Tallahassee, I know firsthand what it takes to develop a business. I have turned Grova Creative into a marketing powerhouse in just a few years. We are approaching 8 years in business and looking forward to many more years!*

Historic Preservation / Ethnic Heritage

Marketing

Please explain: *I have been in the marketing industry since 2009. I now own and operate a creative Agency that focuses on graphic design, brand strategy, advertising, websites, messaging, media buying, digital, and social media. I was also Governor of Advertising in the American Advertising Federation and represented District 4, which is made up of Florida and the Caribbean. Members of the Council of Governors serve on the AAF board of directors, representing the interests and concerns of their district on marketing and advertising items.*

Practicing Artist

Tourism Industry

Please explain: *I am a founding board member of the Tallahassee Soccer Club (semi-pro soccer team). For the last three years, I have worked with the other board members and the community to help build this grassroots soccer team. Our efforts have helped bring visitors to watch the games, helping build Tallahassee as a destination within surrounding areas. With my marketing background and the board's vision, we average 650 attendees per game in our first year. Furthermore, I founded Tallahassee Bike Fest in 2021. The first motorcycle rally in Tallahassee spans over four days. First year in 2021, we brought in just over 2100 riders throughout the U.S., ranging from Texas, Ohio, Missouri, etc. We were also picked up in 3 national magazines, and one magazine sent a writer to cover our rally. For year two, we brought in just under 3,000! In short, I have experience with Tallahassee market research and what drives people to our city/county. I can use this knowledge to help inspire ideas, experiences, etc.*

Community Volunteerism

Resident of Leon County (At-large seat)

All statements and information provided in this application are true to the best of my knowledge.

Signature: *Mrs. Giavona Williams*

The application was electronically sent: 8/7/2023 6:43:56 PM

# GIAVONAWILLIAMS

TEL 814.882.1641

EMAIL [g@grovacreative.com](mailto:g@grovacreative.com)

WORK SAMPLES [grova.com/portfolio](http://grova.com/portfolio)

SOCIAL 

## EXPERIENCE

### Grova Creative (July 2016–Present)

#### Owner + President

Own and operate a creative Agency that focuses on graphic design, brand strategy, advertising, websites, messaging, media buying, digital, and social media.

- Manages business development
- Oversees staffing and management
- Supervises all work completed by the creative team
- Leads planning and strategy of advertisements, marketing plans, and campaigns
- Manages daily operations, assign project workload, and monitor deadlines and budgets
- Drives sales and marketing contracts/accounts
- Evaluate trends and keep up-to-date with the latest marketing techniques

### Sachs Media Group (Sept. 2015–July 2016)

#### Senior Designer + Art Director

- Designed and led production of print campaigns
- Designed websites and worked with developer on code and UI/UX
- Managed jobs with tight deadlines in fast paced environment
- Conducted photo and photographer research for cross-media campaigns
- Collaborated with copywriter and Creative Director on conception of campaigns
- Supervised and guided junior design staff
- Art directed photo and video shoots

### BowStern Marketing and Communications (Nov. 2014–Sept. 2015)

#### Senior Designer

- Team Leader
- Assigned projects to design team via Wrike (project management system)
- Assisted Creative Director with conception, strategy, and completion of projects
- Worked with Account Managers to ensure that finished work delivered the intended message
- Guided the design team with appropriate training via tutorials, seminars, and conferences to maintain creative relevance

### Florida Assoc. of Insurance Agents (FAIA) (Dec. 2011–Nov. 2014)

#### Creative Manager: Promoted from Lead Designer in September 2013

- Team leader
- Created concepts, strategies, and designs for collateral materials, including direct mail, email marketing, advertisements, print and digital banners, brochures, programs, signs, invitations, catalogs and flyers
- Managed brand identity for FAIA (non-profit) and FMS (for-profit)
- Maintained print budgets and deadlines
- Directed and edited production of webcasts and promotional video
- Rebranded Florida Association of Insurance Agents (FAIA) and partner company FAIA Member Services (FMS)

### O, The Oprah Magazine (May 2008–September 2008)

#### Photo Intern/Freelancer

Assisted at various photo shoots; researched models; booked studio time; staged photo areas; and arranged and purchased props.

## ACCOLADES

- **2017:** Gold Creativity International Award, 5 Addy Awards,
- **2018:** Gold ADDY, 2 Silver ADDYs, 3 International Davey Awards, Silver American Advertising District 4 Award
- **2019:** Grova Awarded Small Agency of the Year; 4 Gold International Davey Awards, Gold ADDY, 2 Silver ADDYs
- **2020:** Grova Awarded Small Agency of the Year; Gold and 7 Silver ADDYs
- **2021:** 2 Gold and 6 Silver ADDY Awards, 2 Silver American Advertising District 4 Awards
- **2021:** Awarded "Women Who Mean Business Rockstar" Award
- **2021:** Best of Show Award at the Florida Angel Awards
- JMI Small Business Executive Program Class XIV
- **2022:** Best of Show Award, 4 Golds, 8 Silvers at the North Florida American Advertising Awards

## EDUCATION

### Syracuse University (2009)

Bachelor of Arts: Graphic Design, African American Studies, and Spanish

### United States Navy

Honorable Discharge, 2011



Hello. My given name is Giavona, but everyone calls me "G!"

## CIVIC AFFILIATIONS

### **American Advertising Federation (501c3)** (2014–Present)

Promotes & protects the well being of creatives, including designers, illustrators, etc.

#### Local Tallahassee Chapter Experience & Positions Held

- Public Service Chair, 2014-2015
- Incoming President, 2015-2016
- American Advertising Awards Chair, 2015-2018
- President 2016-2018;
- Immediate Past President, 2019

#### District (Florida State & Caribbean) Experience & Positions Held

- President Council Co-Chair, 2017-2018
- Public Service Advocate, 2018-2019
- Executive Committee: Secretary, 2019-2020
- Executive Committee: Treasurer, 2020-2021
- Executive Committee: Incoming Governor, 2021-2022
- **Executive Committee: Governor, 2022-2023**
- **Executive Committee: Immediate Past Governor, Present**

### **Tallahassee Soccer Club (501c3)** (2017–Present)

#### Founding Board Member

### **Tallahassee Bike Fest Foundation (501c3)** (2021–Present)

#### Founding Board Member

This organization helps raise money for veteran organizations. Additionally it helps put on a four-day family friendly festival with eleven concerts each spring.

### **#ThisMessageMatters** (2020)

Founded and organized a campaign that provided a free platform to bring awareness to the fight against the social injustice black people are facing today.

### **Florida Jazz & Blues Festival (501c3)** (2017, 2018)

Music festival in Tallahassee. I helped with artist bookings.

### **Women Empowering Each Other, Inc. (WEE, 501c3)** (2017)

An organization that plays a vital role in addressing the consequences of poverty and their effects on women and children.

## PROFESSIONAL AFFILIATIONS

- Greater Tallahassee Chamber of Commerce (Leads 2)
- Big Bend Minority Chamber
- Capital City Chamber of Commerce
- The Jim Moran Institute for Global Entrepreneurship
- BNI
- Quarterback Club

## FUN FACTS!

- Motorcycle enthusiast
- Navy Veteran
- Climbed and hiked over 20 miles on the Fitz Roy Trek in the Patagonia
- Loves to travel
- Dog mom!

# QUICK BIO

Giavona packs so much into everything she does that she goes by one letter — G. Over the last decade, G has worked on creative for brands such as Atlanta Bread Company, World of Beer, Cooper Tires, Urban Plates, Dollywood, and the Cayman Islands. Before starting her agency, Grova Creative, in 2016, she previously worked at O, The Oprah Magazine, Sachs Media Group, BowStern Marketing and Communications, and served in the United States Navy. G's award-winning work has covered everything from print, T.V., radio, digital, and social. Her agency was awarded "Agency of the Year" in 2019 and 2020 in the Tallahassee area. She holds a B.S. degree in graphic design from S.I. Newhouse School of Public Communications at Syracuse University. Additionally, she also has a B.A. degree in African American Studies and Spanish from Syracuse. G is an avid soccer player, rides her motorcycles, spends time with her family, and volunteers with AAF (The American Advertising Federation) outside of working hours.