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Work Experience

Editor—Citizens Property Insurance Corp., Tallahassee, Florida, July 2011-present. Additional job title includes *Agency Administration Specialist*. Creating, researching, reviewing, editing and distribution of insurance-specific content for a wide variety of communiques and audiences including agents, policyholders and the public. Duties also include maintaining assigned sections of external and internal websites and tracking of initiatives, communication requests, projects and timelines. Working with a broad range of staff to ensure accuracy of materials and systems. As Agency Administrative Specialist, I was responsible for ensuring agents and agencies meet requirements of contractual agreements, verification and integration of information in six diverse databases. Communicated with agents on a daily basis and follow-up of outstanding issues until resolution.

Successes ... included Editor of the Year award

Marketing Director—Health News Florida, Tallahassee, Florida, October 2009-July 2011. Responsible for increasing readership, presence and advertising for nonprofit online news organization. Work included networking, social media coordination, campaign development and implementation, website work and ad sales.

Successes ... included social media coordination and 22 percent increase in ad sales

Communications Director—Professional Insurance Agents of Florida, Tallahassee, Florida, May 2003-August 2009. Developed numerous multi-media communications initiatives targeted to members and insurance professionals throughout Florida, including websites, e-newsletters, press releases, promotions, CDs, educational materials and marketing campaigns. Duties included media relations, legislative bill tracking and reporting and board liaison for communications initiatives.

Successes ... included developing Hurricane Preparation CD, producing first live webcast of roundtable forum to address market conditions, coordination of annual Congressional visits and follow-up, implementing monthly e-newsletter, revamping of website

Awards 2004 Zenith Award for Best Electronic Newsletter (Tallahassee Society of Association Executives)
2004 Zenith Award for Best Website (Tallahassee Society of Association Executives)
2006 President's Award (Professional Insurance Agents of Florida)

Communications Director—Florida Forestry Association, Tallahassee Florida, May 1995-February 2003. Numerous other job titles including *Systems Manager, Director of Education*. Duties included media relations, public relations, communications (writing, editing, public speaking, facilitating workshops), publication design (quarterly newsletter, quarterly magazine, numerous promotional and educational brochures and booklets, and media kits), computer (network, database, email, Internet, website) oversight, script writing, grant administration, administration of logger education program, oversight of statewide environmental-education program, landowner outreach program, budgeting, advertising sales, and bookkeeping.

Successes ... included working with and promoting association programs to a wide range of volunteers, board members, members, and the general public; public speaking; editorial board visits; website administration; database programming and operation; securing of 100 percent of ad sales; securing numerous grants, and fiscal management.

Awards Addy Award—Gold (1998). Part of Artistic Team for work on *Florida Forests Forever* public image campaign.

Marketing Coordinator—CMS/DATA Corporation, Tallahassee, Florida. December 1993-January 1995. Coordinated the marketing efforts of a legal software development company. Duties included coordination of all trade show and user conference activities, coordination of co-op projects, distribution of all marketing information, updating marketing database information, and writing and development of marketing materials and slide/demonstration show/disks. Close contact with sales staff and programmers.

Successes ... included database development and administration.

Communications Coordinator—Fringe Benefits Management Company, Tallahassee, Florida. February 1990-December 1993. Coordinated the production of communications materials (print and slide/video) for third-party administrator of benefit packages. Duties included formulating and overseeing budget, project management, copy/script writing, editing, design, printing/production, purchase of media, and distribution processes of all materials. Managed and trained a staff of six (two writers, two graphic artists, one distribution specialist, and a part-time assistant) and an annual printing budget of more than one million dollars.

Successes ... include implementation of a desktop publishing system with first-year savings of \$25,000. Second-year savings of over \$50,000 due to cost-saving and revenue-producing techniques in the enrollment process. Implemented the first scannable “bubble” enrollment form.

Awards Inspiration Award—June 1991. Awarded for cost-saving and revenue-producing ideas. Fifth highest bonus in 1991 (out of 161 employees).

Information Specialist II—Florida Department of Professional Regulation, Tallahassee, Florida, March 1989-February 1990. Assisted the coordination and production of printed materials relative to the entire department. Duties included writing, editing, photography, and compiling information and statistical data used in department brochures, charts, pamphlets, annual reports, and newsletters.

Successes ... included implementation of a regularly scheduled employee newsletter.

Marketing Staff Artist—Tallahassee Democrat, Tallahassee, Florida. February 1984-March 1989. Layout and design of advertisements for the retail, classified, marketing, circulation, and community relations departments. Handled a variety of publications including advertisements, various special sections, advertising and promotional campaigns, brochures, flyers, newsletters, posters, and marketing/promotional reports. Close contact with sales staff, clients, editors, marketing promotion managers, photographers, and production crew.

Successes ... included copywriting, desktop publishing, typesetting, camera work, photography, and some illustration.

Awards FNAME Award (1988) for Best Home Furnishings Section and Best Sales Idea.
Addy Award—Merit Award (1987);
Addy Award—Distinction Award (1985);
Addy Award—Merit Award (1985);
Addy Award—Best of Show (1985).

Education

Lively Technical Center, Tallahassee, Florida, Professional Web Design certificate, 2010

University of Florida Leadership Program for Agriculture and Natural Resources. 2001-2003.

Florida State University—Tallahassee, Florida. Bachelor of Science degree with a major in Sociology and minors in Criminology and Education.

University of South Florida—Tampa, Florida. Associate of Arts degree with an emphasis in education.

Numerous software and computer workshops including website design and programming, PhotoShop, Excel.

Software

Windows OS, Macintosh OS, Dreamweaver, PhotoShop, Flash, InDesign, FileMaker Pro (database), Microsoft Office Suite. A variety of other lesser-known programs.

Civic Activities

Board of Directors, Woodland Drives Neighborhood Association. 1987-present.

Board of Directors, Wedgworth Leadership Program for Agriculture and Natural Resources Alumni Association. 2003-2006.

Board of Directors, Florida Forest Festival, 2000-2003

Editor, Woodland Drives Neighborhood Association newsletter. 1987-2001.

CrimeWatch Captain, Woodland Drives Neighborhood Association.

Communications Committee, United Way, 1992-95

Keywords

marketing, communications, web, education, writing, editing, project management, media, public relations
