



Jeannette Weiss

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*Social Media Marketing
Event Management
Media Purchasing & Placement
Campaign Consulting
Fundraising
Advertising & Marketing Campaigns
Video Scriptwriting & Production*

EXPERIENCE/QUALIFICATIONS

12 years marketing & public relations • 4 years corporate community relations

WORK HISTORY

Solutions Partnership, LLC — Partner 2014-Present
Political campaign consulting, public relations and public affairs.

J. Weiss Public Relations — Principal 2011-Present
Public relations, social media campaigns, crisis response and event management for a diverse client base including non-profit organizations, educational institutions and real estate companies.

Simple Success Marketing — Principal 2004-2011
Led this advertising and marketing firm with a clientele that included new home developers, real estate companies and publicly traded corporations. Advertising design and placement, videography, media purchasing, press releases, strategic marketing initiatives.

The Tribune — Community Relations Manager 2000-2004
Responsible for community outreach, a wide range of special events, the company’s volunteer program, branding, promotion, and coordination of the newspaper’s public service advertising program.

HIGHLIGHTED PROJECTS

Dale Sorensen Real Estate: From 2008 to present, I have managed public relations and social media for Dale Sorensen Real Estate in Vero Beach. Sorensen Real Estate had sales of more than \$458 million in 2014. I write all press releases, blogs, articles, posts and tweets as well as consulting on development of marketing collateral.

Aviator College: In 2014 I scripted, directed and produced a video designed to reach international students. Within two days, the video was viewed more than 5,000 times on YouTube and the school’s website.

AWARDS

ADDY® Awards for brochure design, ad design, PR campaign, ad campaign; Freedom Communications awards for public service, promotion and branding Big Brothers Big Sisters video design and production award.

SELECTED AFFILIATIONS

St. Lucie County Chamber, Port St. Lucie Sunset Rotary,
Roseann Gregory Cancer Foundation, Keiser University Advisory Board

EDUCATION

Indian River State College
Social Media Management Certificate

