

Strategic Growth & Communications

ERIN LILLY FUSSELL



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12363 Hernando Road, North Port, FL 34287



EDUCATION

Master of Science, Public Relations
University of Southern Mississippi, 1996

Bachelor of Arts, Rhetoric & Communications Studies
University of Virginia, 1991
Erin (Belton) Lilly

EXPERTISE

Graphics - Multimedia - Software

Website Design - HTML Expert,
PHP Scripting, MySQL database,
WordPress/CMS/ADA compliance Expertise

Digital Marketing Expertise:

Google Certification, 2020,
Facebook, Instagram, YouTube, LinkedIn
Duke University - OCMA/OCMP cert
training completion Spring, 2023

ADOBE CREATIVE SUITE:

Photoshop Expert
InDesign, Illustrator, After Effects Adept

PERSONAL

LEADERSHIP | VOLUNTEERISM | CLUBS

BNI Money in the Morning Sarasota
Chamber Leadership 2018
NorthPort Chamber Leadership
Class 2021

Board Member

Suncoast AdFed, 2019-2021

Sertoma Club of Venice - Board Member
VABI - Board member

Drug Free Sarasota - **Drug Free Youth,**
Volunteer & Webmaster
Toastmasters - Venice

Board Member, Providence Classical
School, Williamsburg, VA 2013-15

EXPERIENCE

Creative Director & Digital Marketing Manager, No Fuss Creative Innovations, LLC

Marketing, multimedia, web & digital marketing services, grant writing and strategic planning for select clients to assist them on the launchpad of their business or grant writing endeavors.

Vice-President, Strategic Growth & Communications

United Way South Sarasota County | June, 2020 - January, 2022

Assisted CEO in planning and execution of strategic growth & development of aspects of marketing and promotion of our organization in accordance with our brand. Created and maintained venues for legacy giving with individuals and business partners, ran traditional United Way campaigns with public and private organizations in the community, attend networking events, ran all social media, marketing and assisted in direct mail campaigns, created and implemented print and digital marketing materials. Utilized all internal software to run micro-events, execute Women United® program and supported all aspects of member onboarding. Spearheaded launch and implemented all strategic growth and digital and traditional marketing components of our Inaugural Women United® chapter in South County.

Director of Marketing & PR, Website & Multimedia Projects Manager

Venice Area Chamber of Commerce | March, 2018 - April, 2020

Creative collaboration with all staff and chamber committees for needs including events, sales, leadership program, business development, and President with all means of digital, print, and social media. Proudly served on the "launch pad" with then new Chamber President, Kathy Lehner, to rebrand the look and feel of the Venice Area Chamber of Commerce and its new and existing initiatives. Assisted in an unprecedented new multimedia and digital media campaign to grow our Venice Area Chamber of Commerce to current status within South County.

Generated effective and targeted digital graphics campaigns for social media on daily to weekly basis to engage chamber membership and potential sponsors for financial and logistical support and attendance. Complete overhaul of chamber website presence and design. Lobby digital display multimedia creation and support for initiatives and events for social media and event multimedia.

President, Sarasota Medical Alliance Foundation

2016 - 2018

Presided over the 2nd largest earnings year in fundraising in the 70+ year history of our organization and launched PR campaign to heighten the organization's profile in the community. Served on the Florida Medical Alliance State Board of Directors and was recipient of 3 Southern Medical Alliance Awards for Physician Advocate Award project. Nationally recognized for "Hometown Heroes" (AMAA award for outstanding grassroots health projects.) Spearheaded grant writing for and collaboration with Drug Free Sarasota Physician Advocacy Award program to bring the physician community alongside Drug Free Sarasota Coalition as partners in Opioid awareness and abuse prevention for the first time in the greater Sarasota area.

Creative Director, Engender Productions, LLC - Freelance

1997 - 2018

- Created a market niche around Bed & Breakfast Industry for multimedia, marketing, and website development which led to recruitment into the AT&T Creative Alliance Program (1997) and BellSouth Gulfcoast Sales Division (Jackson, Mississippi)
- Webmaster, East Coast Hockey League, Mississippi Sea Wolves Team
- Official Webmaster for Premiere Internet Startup ISP in Biloxi, MS.

Track record of being a reliably quick study for various types of software needed within all past work environments and/or as an effective, willing, affable mentor for new or non-tech savvy co-workers.