

JENNIFER ACIERNO PLUMLEY

BIO

With a strong background in The Arts and a passion for the well-executed written and spoken word, Jennifer draws upon her diverse experience when serving clients. A native Floridian, Jennifer happily resides along the Northern Gulf Coast of Florida, dividing her professional life between charitable fundraising, grant writing and event production.

EDUCATION

Bachelor of Arts, Interdisciplinary Humanities, University of West Florida, Pensacola, Fl, 1998
Areas of Concentration: Public Relations, English, Theatre

PROFESSIONAL EXPERIENCE

Operations Director, Destin Charity Wine Auction Foundation, Destin, Florida - current

Oversee budget administration and auction procurement for upstart 501c3 dedicated to bringing wine enthusiasts together to benefit children in need. Manage donor relations and communications, support Executive Director, Board & Staff in Charity Relations and qualification process. Coordinate and plan logistics with celebrity vintners, chefs and corporate sponsors. Copy write, edit and production manage collateral, including auction catalog.

Production Manager, 2008 Seaside Jazz Festival, Seaside, Florida featuring The Neville Brothers

Serve as 2nd in charge under Production Director, coordinate all aspects of volunteer recruitment and training, artist relations and contract auditing. Write news releases and coordinate publicity, serve as media spokesperson producing/giving on-air interviews. Direct artist/VIP services including contract compliance, payment distribution and craft services.

Director of Client Services, Michael Belk & Company, WaterColor, Florida 2002 to 2008

Work with veteran fashion photographer and fine artist, Michael Belk, to serve commercial photography and advertising clients in boutique agency specializing in concept to creation advertising and marketing. Produce fashion photo shoots for clients that include Calvin Klein Golf, Rainforest and Caribbean Joe - create and manage budget, hire talent and crew, plan and execute all logistics, negotiate usage with agencies. Research, plan and buy print media for national publications. Production manage national print ad campaigns.

Previous work has included a collegiate internship with the Arts Council of Northwest Florida where I oversaw and expanded production of an existing event promoting fine art galleries in downtown Pensacola; writing news releases, writing and redesigning event collateral, securing live television coverage and serving as media spokesperson. I was hired by the Arts Council of Northwest Florida to produce and host their local public television show, *Focus on The Arts*, highlighting area arts organizations and events, and went on to work with the Pensacola Cultural Center managing marketing of their events, writing news releases and directing event publicity and advertising. Additionally, I served on the Great Gulf Coast Arts Festival committee for two years, working in the areas of publicity and marketing for this volunteer-produced, juried fine art show, one of the largest in the Southeast now in its 37th year.