



JACKIE HARDER

Communications Specialist

ACADEMIC BACKGROUND

Bachelor of Journalism and Communication, University of Florida, Gainesville, FL, 1975
Various training programs on management, social media, coaching, "train the trainer," etc.

SPECIALIZED PROFESSIONAL COMPETENCE

Ms. Harder has more than 30 years of experience with the media, including a newspaper career with the second-largest media company in the nation (Knight Ridder, now McClatchy). During her years in the newspaper business, she covered virtually every aspect of government; one series of stories, on the land-use planning process in Monroe County, won an award from the American Planning Association. She spent nearly seven years as the chief executive officer of the Key Largo Chamber of Commerce. Her duties included acting as spokesman for the chamber and the business community and she was often interviewed for print, radio and television reports.

REPRESENTATIVE PROFESSIONAL EXPERIENCE

Communications Specialist, SWC (Sandra Walters Consultants, Inc.), Key Largo, 2014 to present

Ms. Harder's outstanding experience in both media and business and particular knowledge of and relationships ideally suit her to provide communications outreach services in the Upper Keys for both public-and private-sector clients.

- **Public Information Specialist for Design- and Construction-Level Projects in Monroe County, FDOT**
Ms. Harder is currently serving as a liaison between the community and FDOT for a number of project assignments. She also assists with Keys inter-governmental communications services.

President, Key Dynamics Coaching and Consulting, Key Largo, FL, 2003-present

Coaching and consulting firm specializing in personal coaching and micro-business marketing, development and support.

- Coach individuals, groups and companies
- Media manager, including publicity, website development, newsletter, social media and more
- Facilitator and strategic planner for nonprofit organizations
- Published author, *Coaching Corner* columnist, free-lance writer and editor
- Marketing analyst, helping second-stage businesses move to the next level

President, Key Largo Chamber of Commerce Key Largo, FL, 2005-2012

Nonprofit business development and advocacy organization of 400-plus members and \$500,000 annual operating budget.

- Managed Visitor Center (90,000 visitors annually), Tourist Information Services for national and international clientele and general business support services
- Media manager and spokesman for the chamber and its membership across all media platforms (TV, print and radio)
- Created communications pieces: Weekly e-newsletter (650-person mailing list), Visitors Guide (36,000 print publications three times a year), the Legend monthly newsletter
- Directed website redesign
- Established strategic alliances with Small Business Development Center, Small Business Administrator, South Florida Workforce and GrowFL
- Worked with FDOT District 6 Secretary Gus Pego to coordinate addition of "Welcome to Key Largo" signage
- Acted as Chamber liaison with FDOT during construction of Jewfish Creek Bridge/18-mile stretch
- Represented Chamber on industry panels
- Major projects: Jewfish Creek Bridge Run; Key Largo Classic Tournament (women's college basketball); Flagler Centennial; 50th anniversary celebration for John Pennekamp Coral Reef State Park; Welcome to Key Largo entrance signage; Spiegel Grove artificial reef debt repayment

Editor/Associate Publisher, The Reporter Tavernier, FL, 1998-2005

Multiple award-winning work for persuasive writing, editing and promotions.

- Hired, trained and managed staff, free-lance photographers and writers
- Managed budget and all editorial and production functions
- Wrote editorials, columns and news stories
- Developed niche publications
- News radio host, Great Marathon Radio Co.



OFFICES IN MONROE, DADE, BROWARD AND LEE COUNTIES

MAIN TEL 305-294-1238, FAX 305-294-2164, SWC EMAIL SWC@SWCINC.NET, WEBSITE WWW.SWCINC.NET

**Assistant Metro/Neighbors Editor, The Sun News
Myrtle Beach, SC, 1993-98**

Trained and supervised reporters, interns and freelance writers.

- Produced four editions, up to 124 pages, weekly
- Delivered Zenger-Miller Frontline Leadership training on core interpersonal skills: Giving Constructive Feedback, Getting Good Information from Others, Getting Your Ideas Across, Dealing with Emotional Behavior and Recognizing Positive Results

**Instructor, Coastal Carolina University
Conway, SC, 1995-98**

Created curriculum for a new minor in journalism and taught Introduction to Mass Media, Design and News Writing

**Editor, The Keynoter
Marathon, FL, 1976-93**

Managed the newsroom of this community newspaper, 12,000 circulation

- Hired and trained reporters
- Assigned and edited all copies and photos
- Created and managed newsroom budget
- Created special-market publications
- Increased frequency of publication from weekly two twice weekly
- Introduced computer technology to the newsroom

COMMUNITY SERVICE

- **Upper Keys Business and Professional Women**
- **Vice President**, Key Largo Volunteer Ambulance Corps
- **Board Member**, Key Largo Volunteer Fire Department
- **Member**, Islamorada Chamber of Commerce
- **Board Member & Secretary**, Florida Keys Scenic Corridor Alliance
- **Board Member, Executive Committee Member**, South Florida Workforce
- **President**, United Way of Monroe County
 - **Graduate**, Leadership Florida and Leadership Monroe County
 - **Tutor**, Literacy Volunteers of America
 - **Chairman of the Board** (former), Key Largo Chamber of Commerce
 - **President** (former), Marathon Rotary Club

