



Nancy Barta

Public Information Specialist

Education

Florida Real Estate License, Cosmetology License
High School Graduate, Beaver Falls, PA 1972

Specialized Professional Competence

Ms. Barta is accomplished in the field of interpersonal communications in both English and Spanish. She has lived and worked for many years in the Florida Keys, during which time she has excelled in communications associated primarily with sales. This understanding of people's needs and wants is critical for achieving effective communication resulting in providing a thorough response to public concerns and questions. With SWC, she is assisting in all aspects of communications services for public agency clients, including coordinating with agencies and the public, preparing for and conducting mailings and public meetings, and preparing summaries of public input and outreach efforts.

Representative Professional Experience

Office Administrator & Public Information Specialist, SWC, June 2013 to present

Ms. Barta is responsible for the day-to-day office management, including fielding and answering calls from clients and associates. She manages mail, printing services, and provides income and expense information to the company bookkeeper, as well as serving as staff support for compilation of work products and other project needs.

Ms. Barta also provides communications services associated with assignments. This work includes coordination with project outreach partners; taking notes to document input at public meetings; preparing project communications plans; location and reservation of venues for public information meetings; acquiring, sorting and editing project mailing lists from the Property Appraiser and printing mailing labels; preparing and processing mailings; preparing and distributing news releases to local media and fact sheets to the public; preparing all collateral materials for public meetings including sign-in sheets, informational handouts, comment forms and name tags; providing services at public meetings including setting up and breaking down the meeting, assisting the public to sign in and to fill out comment forms, and taking photos; and preparing public information summary reports.

➤ "Put It Down" Distracted Driving Campaign, FDOT District Six

Ms. Barta recently was in charge of the Put It Down, 2013 campaign in Monroe County. This included assisting in development of the community awareness plan, successfully communicating project information and addressing any concerns while gaining participation from all local governments, educational institutions, and other health and public safety organizations; coordinating with local partners, as well as acquiring logos from all partners for incorporation into promotional materials; and assisting with the campaign kickoff meeting. As a result of her work, eight special events at venues throughout the Keys were held to raise awareness in young people, two of which were entirely planned and implemented by Ms. Barta. She also prepared summary information on how many people the campaign reached.

➤ Monroe County Construction Communications Contract, FDOT District Six

Participate in assignments, including attending kickoff and progress meetings for different projects. For the controversial North Roosevelt Boulevard project, Ms. Barta recently attended and assisted FDOT at a major town hall meeting and also a presentation to the local Chamber of Commerce when FDOT Secretary Prasad from Tallahassee came to Key West to participate. She is currently serving as PIS on three smaller assignments—Long Key, Saddlebunch Key and Ramrod to Big Pine keys—and is fully trained on all tasks associated with running a communications campaign, including preparing the initial project summary or community awareness plan, fact sheet or newsletter, notification letters, and news release; setting up and updating websites; providing lane-closure notices; setting up and maintaining the project website; and responding to calls and emails with comments or requests for information.



Marketing and Sales Manager, 'Reelin In The Keys' TV show, Key West, 2012 to present

Ms. Barta is responsible for making contact, researching target areas and reaching out to potential advertising clients for the TV series 'Reelin In The Keys.' She has also helped with AV recordings & presentations of the show. She establishes a professional relationship with clients, keeping them informed as to any updates and changes in schedule, maintaining communication and keeping the information stream current throughout the length of the scheduled contract. It is this understanding of communication and the importance of working relationships that has paved a solid path for the TV series to achieve National syndication and spread the word about the Keys throughout the U.S.

Retail Sales, Imagination Station and Fantasy Costumes, Key West, FL, 2012-2013

In taking a break from her previous timeshare sales career, Ms. Barta worked retail sales assisting customers in their shopping experience for fun and pleasure. She determined the needs and wants of customers, helping them to locate merchandise and make selections in the stores. Her goal was always to result in a satisfied customer.

Timeshare Sales Executive for The Galleon Resort, Key West, FL, 1995-2012

Ms. Barta took care of a multitude of clients each week at The Galleon Resort, booking tours, making restaurant reservations, printing services and acting as a liaison between guests and the hotel. She also provided crisis communication, in many instances helping fulfill the resort's and her guests' needs. As a Florida State licensed real estate sales agent, it was her responsibility to perform weekly customer surveys to determine the wants and needs of her clients. She presented the unique features and benefits of the Resort, answering questions and positively responding to client objections and concerns. She prepared necessary sales documents and collected necessary client information for an effective transaction, taking the sale through to fruition until payments were processed and secured. After the sale, she maintained a healthy ownership base requiring her to do intensive follow up with her clients year round. She also won many awards for top sales performance. She was also involved in planning and implementing special events for her clients.

Timeshare Sales Person, Cancun Mexico, 1985-1995

Ms. Barta spent 10 years in the hospitality/sales industry in Cancun, Mexico speaking the native

language. While living in Cancun, she progressed from salesperson, surveying all of her clients, to managing an in-house sales program, hiring, training a staff of Spanish-speaking sales people in Spanish, developing speeches and talking points for her staff and team supervision. She was also responsible for designing and printing both English and Spanish collateral materials for meetings. With this responsibility came the crisis communication she did between her English speaking clients and the Mexican Owners of the resort. She also planned and participated in many different special events held for the guests and dignitaries of the resort. After Ms. Barta redesigned this program, it became the most successful in-house sales team in Cancun.

**Professional Registrations/
Affiliations/Certifications**

Florida Notary

Technical Skills

Microsoft Office suite, including Microsoft Project and Publisher

Specialized real estate programming

