

Sean Plemons

splemons@alachuacounty.us

352-281-0584

2035 NE 8th Street, Gainesville, FL 32601

SP

Statement

I'm interested in continuing my involvement with Visit Natural North Florida and the promotion of North Florida as a tourism destination. My occupation as staff of Visit Gainesville, Alachua County is a rewarding experience promoting Alachua County and I can provide local insight and marketing experience to the board of Visit Natural North Florida.

Experience

Tourism Product Coordinator, Visit Gainesville, Alachua County, FL August 2015-present

Create and manage content for Alachua County Visitor and Convention Bureau including social media management, newsletter development, maintaining the image library, assisting with advertising creative, maintain website, and assisting with related projects and events for tourism promotion.

Tourism Marketing Technician, City of Gainesville 2012-2015

Funded through the Tourism Development Tax and a partnership with the city, I assisted with non-profits participating in an annual marketing grant cycle, and tourism marketing efforts within the city.

Education

Southeast Tourism Society, Marketing College, TMP Certification 2015

Projects and curriculum focused specifically on destination marketing and related DMO issues including legislative affairs, community partnerships, research, and market trends.

Collins College, Visual Communications 2001

Studies focused on graphic design and multimedia development

Skills and Accomplishments

Social media brand account management.

Wordpress website content management.

Certification from Cardinal Path for Google Adwords, Analytics, and Tag Manager.

Expertise with Adobe Creative Cloud content creation software.

Experience with developing relationships and working with multiple local arts non-profit agencies with involvement in multiple grant processes.

Assisted with development of Visit Gainesville business plan, and advertising spending and media plan.

Served on committees with Visit Florida related to Visitor Services, and Culture Heritage Rural and Nature.

Served on board of Alachua County Hospitality Council.

