

Allie Merzer Fleming, M.A. - President

PROFESSIONAL SUMMARY

Served as spokesperson for several statewide organizations. Copywriter and coordinator of numerous advertising and marketing campaigns and statewide and national press conferences. Formed and executed several multi-level, multi-targeted communications plans, media crisis strategies and awareness campaigns for small businesses, advocacy groups, political campaigns and organizations. Proficient in integrating earned and paid media with social media and traditional media sources. Built/managed events of varied scale – from several thousand participants and simultaneous programs to smaller town hall forums. Experienced in the organization and development of programs, events and management of simultaneous deliverables. Excellent communication skills, people skills and computer skills. Versed in local business practices, politics and policy making, public relations, advertising, social media – including media buying, printing, television production and website development.

WORK EXPERIENCE

Owner/Vice President, Marketing & Membership, Good Friends Group Fitness Dec/09- Present
Formed and directed entire marketing and media strategy for launch of business, including branding, print, online and commercial collaterals. Wrote all copy for website, customer print materials, television and radio scripts and business manuals and materials. Responsible for community relations, business partnerships, membership recruitment and community event participation – such as charity rides and walks.

Director, Annual Programs & Special Events, Tallahassee Chamber of Commerce May/06 – Dec/09
Coordinate Annual Chamber Community Conference, Small Business Excellence Awards, Annual Breakfast Meeting and monthly and by-monthly programs. Manage budget, sponsorship, liaison with elected officials and business leaders, book speakers, write all related copy – including program scripts & advertising, oversee production and support of audio visual, manage registration and ticket sales, write print materials, manage awards nominations and selection process. Coordinate Legislative Delegation meetings and town hall forums. Created and launched Access Tallahassee program, including website creation, original market analysis and branding of program in the community.

Director of Client Solutions, Marketing for Change/Herrle Communication Dec/05 – April/06
Set up employment structure, local marketing strategy and press alliances. Executed social marketing audits and developed marketing plans, including research, survey and focus group analysis.

President, CEO The Big Production June/05 – Sept/05
Owned and operated a full-service public relations, event management and production company. Specialized in marketing statewide associations with an emphasis on television production and event design and execution.

Communications/Events Director, Florida Democratic Party Jan/ 03 -- May/05
Formed and executed media strategy for statewide organization, including coordinating statewide/national news events, maintaining contact with statewide/national media, creating/managing website and all external communications, including print pieces, electronic media and message development. Coordinated 2003 Statewide Convention (3,000 delegates) including liaison with seven presidential campaigns, program, AV, accommodations, meals, media, print materials, etc. As Senior Staff, responsibilities included traveling with Chairman or on behalf of FDP and staffing events, liaison between FDP and National Democratic Party, Democratic clubs and persons. Managed Communications Department, including one staff assistant and two interns.

THE Fleming AGENCY

MARKETING • MEDIA • SMALL BUSINESS

Campaign Manager, City Commissioner Alan Katz Nov 02-Jan/03
Managed all aspects of the victorious campaign including budget, media, volunteer outreach and candidate appearances.

Advance Coordinator/Communications Dept., McBride for Governor Sept 02-Nov/02
Led advance team for all press appearances statewide. Responsibilities included event logistics, press coordinator, liaison with candidate and budget. Formed and executed a five city fly-around with Senators Nelson and Graham and Jimmy Buffett and election night activities.

Communications Director, Maddox for AG Campaign June/02- Sept/02
Formed and executed media strategy for statewide campaign, including coordinating statewide news events, maintaining contact with statewide media, managing website and all external communications, including print pieces, electronic media and message development. As Senior Staff, responsibilities included traveling with candidate and staffing events, liaison between campaign and Democratic clubs and persons and assisting with scheduling and fundraising.

Senior Account Manager, Ron Sachs Communications June/00 – June/02
Manage statewide and national account, including media strategy, press coordination, media buying, speech writing, media training, liaison between client, media and political contacts.

Senior Writer and Editor, Ron Sachs Communications March/00 – June/00
Write/edit news releases, newspaper articles, commercial scripts, production scripts, proposals, marketing campaigns and other written material for the company.

EDUCATION

<u>Master of Arts in Medieval Studies</u>	The University of York, England	Fall, 1997
<u>Bachelor of Arts in Literature</u>	The American University, Wash. D.C.	Spring, 1996
<u>British Literature</u>	Trinity College, Oxford, England	Summer, 1995

AFFILIATIONS

Founding Member, Parkway District Merchants Guild
Board Member, Florida Public Relations Association/Tallahassee Chapter
Communications Chair, Mayor's Health Initiative/Health by the Numbers
Founder/Member, Access Tallahassee
Member/Former Board Member, Tallahassee 25
Founding Member, Party4Purpose
Member, Greater Tallahassee Chamber of Commerce

CURRENT & FORMER CLIENTS INCLUDE:

Andrews Bar & Grill, 228 & Catering
Broward Sheriff's Office
Children's Movement of Florida
Good Friends Group Fitness
Claude Pepper Foundation
Florida Education Association
Florida Kidcare

P.O. Box 16074 | Tallahassee, FL 32317 | (850) 251-8077 | info@theflemingagency.com

THE Fleming AGENCY

MARKETING • MEDIA • SMALL BUSINESS

Florida League of Cities/National League of Cities
Florida Prosecuting Attorney's Association
Leadership Florida/Florida Chamber of Commerce
National Institute for Traffic & Highway Safety/Automotive Coalition for Traffic Safety
Nova Southeastern University
Tallahassee Fitness Festival