

Marcia L. King
Communications and Social Marketing Professional

Professional Profile

I'm a strategic communications professional; always looking for a way to streamline processes, learn something new and keep a positive outlook on life. I enjoy the diversity of marketing, branding, social media and communications along with the creative, fast-paced and goal-driven environment.

Expertise

Content Strategy, Social media, Editing, Web management, Project management, Event planning, Volunteer recruitment, Email communications, Newsletter (print/online), Communications, Metrics, Photography, MS Office Suite and ADOBE Reader Suite.

Qualifications

I enjoy challenges and love working in a creative and collaborative environment. I have worked in many facets of the communications arena for the past nine years. I love meeting new people and trying to solve the challenges that they face with new strategies.

Experience

Internet Marketing/Brand Strategist—01.2012 to Present

Owner

SimpleMSolutions-Jacksonville, FL— 01.2012 to Present

- Blogging
- Brand strategy
- Content strategy
- Copywriting
- Editing
- Email marketing
- Online newsletter
- Social media management, networking, media research, proposal and implementation
- Website design and management

Communications Project Management Specialist—07.2010 to 12.2013

Communications Coordinator—07.2008 to 07.2010

Citizens Property Insurance Corporation-Jacksonville, FL— 07.2008 to 12.2013

- Social media management, networking, media research, proposal, implementation and copywriting
- Content Strategy for internal communications process for Catastrophe/Emergency Operations, internal/external websites and other business areas
- Coordinate and collaborate on the publication of critical business information
- Manage multiple simultaneous interdepartmental projects through completion

- Track initiatives, projects, and timelines
- Design and implement internal/employee communications, communication plans, projects and messaging to support achievement of business unit objectives

Website Coordinator— 06.2003 to 07.2008

Aetna, Inc. (formerly Prudential HealthCare), Jacksonville, FL — 03.1997 to 07.2008

- Responsible for designing and implementing internal communications
- Provide strategic communications counsel to other business areas
- Developed online training
- Developed workflow shortcuts saving 38 business days per year
- Developed and implemented four internal websites
- Created multi-business area focus group to enlist collaboration
- Managed 125 associates across the nation in making updates to the internal website
- Create and implement campaigns to educate employees about key initiatives

Community Involvement

Aetna “Get Active” Ambassador—01.2006 to 07.2007

- Assisted in developing, coordinating and overseeing the wellness program/health fair
- Site lead in wellness membership committee
- Established and maintained relationships with external vendors
- Planned, promoted and executed special events
- Identified and analyzed current trends and best practice in order to project future events

Aetna Volunteer Council Member and Homelessness /Hunger Leader—01.1999 to 07.2004

- Developed, coordinated and implemented the Head Start reading program
 - Program enabled employees to read to local Head Start children on a weekly basis
- Developed, coordinated and implemented Aetna’s corporate sponsorship to Mary McLeod Bethune elementary school
 - Coordinated volunteers for mentoring and volunteering
 - Facilitated donation/giving campaign for school supplies
- Organized and facilitated donation campaign of recycling outdated computers to Duval County Public Schools in collaboration with the Information Technology and Communication departments
- Additional organizations supported include: American Cancer Society, American Heart Association, Children's Home Society, Juveniles Diabetes Research Foundation, Muscular Dystrophy Association, Research is the Answer (RITA) and Special Olympics

Education

Florida State College at Jacksonville

Contact Information

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