1216 EAST LEE STREET • PENSACOLA, FLORIDA 32503 • 850-384-1800 • JM11826@GMAJL,COM

BIOGRAPHICAL OVERVIEW

Chief Marketing Communications Officer for Hixardt Technologies, Inc.

Past director of enterprise-level web strategy, policies, and procedures for University of West Florida Web Services team. Focusing 15 years of UI/UX design, application development, and digital marketing team management experience to transition the university from a static, decentralized web presence to an easily-maintained digital marketing communication application targeting potential students and family.

Co-founder Coco Design, a commercial digital design, web/application development, search marketing firm in Pensacola. Focusing on intrapreneurial team development, accessibility advocacy, search/social marketing strategy, customer expectations management, technical support and corporate/investor communications.

Former PC systems consultant with Invesco Funds Group in Denver, Colorado with prior experience with United Parcel Service, founded Video Express (the first full-delivery retail video enterprise in Florida), public radio announcer; and executive director of Slowlane.com, a non-profit, web-based fathering resource and network.

Public speaker to business, professional and educational organizations on topics including digital accessibility, personal branding, reputation management, social media marketing, business networking.

Established the Coco Cares grant program to support and enhance emerging entrepreneurial development in the Northwest Florida region.

EMPLOYMENT EXPERIENCE

2020 - PRESENT	Hixardt Technologies, Inc., Pensacola, Florida CMSCO
2012 - PRESENT	Coco Interactive, LLC, Pensacola, Florida Consulting Partner / Chief Vision Officer Digital Accessibility Trainer / ADA Compliance
2010 - 2017	University of West Florida, Marketing Communications Director, Web Services
1994 - 2010	Coco Design Associates, Inc., Pensacola, Florida Co-founder / President
1992 - 1993	Invesco Funds Group, Denver, Colorado PC Systems Consultant, Series 6 License
1983 - 1992	Sun Bandits, Inc., Fort Walton Beach, Florida Founder / President
1980 - 1983	Analysts / Schlumberger, Lafayette, Louisiana Senior Logging Engineer

P. Jay Massey

EDUCATION

Tennessee Tech University, BS, Wildlife Management / Chemistry

Honors / Awards____

University of West Florida – President's Award for Leadership in Diversity Ford Next Generation Learning Community – Multimedia Industry Partner Advertising Federation – ADDY Awards
Florida Public Relations Association – Partner Award
Knights of Visio

INTERNSHIP / MENTORSHIP / STUDENT SUPERVISION

University of West Florida, 2002-2017

College of Business, Executive Mentor Program

UWF MEN - Mentor

Interdisciplinary Information Technology

Digital Art / Graphic Design

Communication Arts

West Florida High School, 2005-2006

Academy of Information Technology (AOIT)

COMMUNITY AFFILIATIONS

Pensacola City Council - Environmental Advisory Board

Appetite for Life, Board of Directors

Bream Fishermen Association, Board of Directors

American Advertising Federation (Fourth District) - Vice-Chair, 2010-2011

American Advertising Federation (Pensacola) – President, 2008-2009

UWF Institute for Innovative Community Learning (ICL), Advisory Board

Jerry Maygarden Leaders in Education, Steering Committee

Pensacola High Growth Business Club, Advisory Board

George Stone Technical Center, Advisory Board

Northwest Florida IT Advisory Council, Member

Slowlane.com – Executive Director, 1997-2007

Pensacola Leaders, Board of Directors

Pensacola Chamber of Commerce:

Small Business Council

Workforce Development Committee

Academic Selection Committees:

University of West Florida, Digital Media Professor

WSRE / Pensacola State College, Web Designer

Presentations / Training_____

ADA Digital Document Accessibility Training for City/County Government

Digital Accessibility for the MarComm Professional

International Website: Things to Consider Before Talking to a Developer

Google Analytics Snapshot for College of Business

Big Project, Small Staff, Tight Deadlines

Web Accessibility for Content Editors

Maximizing Your Web Content for SEO

Easy Marketing Strategy – A strategic marketing plan outline for entrepreneurs

Tips & Traps in Social Media Marketing

Using LinkedIn for Business Development

How to Set Up a Facebook Page for Business

Twitter Ideas for a Small Business – Ten ideas for your organization

Humanizing Social Media Strategy for Business – Where is the love?

Issues in Cross Media Design

Essentials of Internet Marketing - Basic / Advanced

PHILANTHROPY

Coco Cares, Entrepreneurial Grant Program – Founder

Kiva.org – Microfund Lender

Social

LinkedIn PJayMassey
Instagram JM11826
Facebook JayMassey
Twitter JayMassey

Fun & Fitness

Sunrise Tai Chi at Bayview Park, e-skate, travel, juggle, play at didgeridoo, visually documenting moments of joy, and occasionally write less-than-good haiku