

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