

## BIOGRAPHICAL OVERVIEW

Active digital ADA/accessibility consultant and trainer for non-profit associations, commercial organizations, and municipal/county government.

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 a brand-centered, 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

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
1983 - 1992	Sun Bandits, Inc., Fort Walton Beach, Florida Founder / President
1980 - 1983	Analysts / Schlumberger, Lafayette, Louisiana Senior Logging Engineer

**EDUCATION** Tennessee Technological University, Bachelor of Science

## 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  
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

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