

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

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
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