



JEREMY FERMIN

Marketing & Communication Specialist

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Mayor LaRhonda Patrick
City of Warner Robins
700 Watson Blvd,
Warner Robins, GA 31093

RE: Marketing and Communication Specialist Position, City of Warner Robins

To Whom It May Concern:

I am writing to express my strong interest in the Marketing and Communications Specialist position with the City of Warner Robins. With my comprehensive knowledge and experience in marketing, public relations, community engagement, social media management, and graphic design, I am confident that I can contribute to the city's communication and outreach efforts.

With a background as a marketer, teacher, and candidate, I have a proven track record of developing and implementing successful marketing strategies, managing social media platforms, and coordinating impactful community engagement initiatives. I possess a solid understanding of public affairs, municipal government operations, and effective stakeholder communication.

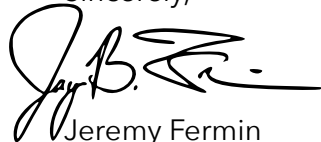
I stay up-to-date with current best practices in marketing and public relations, including the latest trends and strategies in social media marketing. I am proficient in major platforms such as Twitter, Facebook, Instagram, TikTok, and YouTube. Additionally, I leverage my graphic design expertise to create visually appealing and impactful marketing materials. I have demonstrated exceptional organizational skills, managing multiple projects simultaneously and thriving under pressure. I am a proactive problem solver, finding innovative solutions to achieve organizational goals.

With excellent written and verbal communication skills, I prepare clear and concise reports, presentations, and communication materials. I am experienced in gathering and analyzing information to inform decision-making and develop effective marketing strategies. I am proficient in using various software applications and comfortable with digital media platforms.

In addition to my professional qualifications, I am detail-oriented, collaborative, and capable of working independently. I am also willing to work nontraditional hours to meet project deadlines and ensure successful event execution.

Thank you for considering my application. I am confident that my expertise, work ethic, and dedication make me an ideal candidate for this position and I welcome the opportunity to discuss how my skills and experience align with the needs of the City of Warner Robins. Please find attached my resume for your review. A full CV is available upon request. I look forward to the possibility of an interview.

Sincerely,



Jeremy Fermin



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Dynamic and energetic professional with over 12 years of achievements growing multiple organizations in diverse communities while building and prioritizing community partnerships. Thrives in a results driven, demanding work environment.

PROFESSIONAL EXPERIENCE

- 2022 - Present** **Stratford Academy – Macon, GA**
Digital Marketing Coordinator & Teacher
 - Taught Public Speaking Class
 - Led Digital Marketing & Graphic Design efforts to promote school.
 - Taught 5th - 12th grade band

- 2021 - Present** **Bonaire United Methodist Church – Bonaire, GA**
Minister of Choral Music & Media
 - Manages & updates website and social media
 - Leads the adult Sanctuary Choir

- 2020 - 2022** **Live Music Tutor – Online**
Business Development
 - On-boarded new instructors and provided technical support
 - Led digital marketing efforts of \$40,000 capital raise campaign
 - Involved in the launch campaign of two new subsidiaries of Live Music Tutor: Wellness at Home and Food n’ Things.

- 2020 - Present** **Tenacity Digital, LLC – Perry, GA**
Owner
 - Full service web design and digital marketing agency providing strategies and solutions to optimize digital presence.
 - Managed social media strategy and content creation for multiple clients
 - Designed & Published 21 websites across industries optimized for online payments, SEO and UX experience.

- 2016 - 2020** **Veterans High School – Kathleen, GA**
Director of Bands
 - 2020 Teacher of the Year
 - Invited to perform in Atlanta for Governor & local representatives in 2018

- 2013 - 2016** **Bradwell Institute – Hinesville, GA**
Director of Bands
 - 2015 Teacher of the Year

- 2013 - 2016** **Hinesville First United Methodist – Hinesville, GA**
Music Director

- 2011 - 2012** **Perry High School – Perry, GA**
Choir Director and Assistant Director of Bands

SKILLS

- Strategic Planning
- Brand Management
- Digital Marketing
- Social Media Management
- Content Creation & Copywriting
- Graphic Design
- Video production, editing and publishing
- Public Relations
- Event Planning & Management
- Market Research & Analysis
- Communication Skills
- Data Analysis
- Budget & Financial Management

RELEVANT EXPERIENCE & SERVICE

- **2022 Houston County Board of Education**
Candidate Post 6, At Large Seat
- **Board Member Warner Robins Boys & Girls Club**
- **Board Member Warner Robins Community Concert Association**
- **2018 - 2019 HOBY Youth Leadership**
Master of Ceremonies (Georgia Southeast)
The mission of HOBY is to inspire and develop our global community of youth & volunteers to a life dedicated to leadership, service & innovation.

EDUCATION

- 2015 - 2017** **The Sam Houston State University, The American Band College, Ashland, OR**
Master of Arts in Band Conducting

- 2007 - 2011** **The University of Georgia, Athens, GA**
Batchelor of Music Education
 - Drum Major, UGA Redcoat Band (2010)
 - President of Phi Mu Alpha, Sinfonia, Mens Music Fraternity (2010-2011)
 - Winner, UGA Undergraduate Conducting Apprenticeship (2010)

**Full CV available upon request*