

TRICIA L. RIDGWAY-KAPUSTKA, APR, CPRC

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PROFILE

Creative problem-solver and effective communicator with 35 years of experience in strategic communications for corporate, agency and nonprofit organizations:

- Leads inter-disciplinary teams to drive business growth and achieve strategic objectives
- Develops and implements integrated marketing communications programs
- Engages the organization in the delivery of the mission and values
- Advances brand effectiveness with adaptive messaging across all channels
- Manages agency and vendor relationships to maximize value and efficiency
- Cultivates community relationships and board and volunteer support
- Provides insightful counsel to clients and senior executives
- Promotes a culture of respect, collaboration and creative thinking among team members

AREAS OF EXPERTISE

Advertising Campaigns
Brand Development
Community Engagement
Content Development
Copywriting
Counselor to Executives

Event Planning
Fundraising
Media/Public Relations
New Product Introductions
Nonprofit Management
Organizational Communications

PowerPoint Presentations
Project Management
Public Speaking
Reputation Management
Social Media
Video Production

EMPLOYMENT

TLK Communications, Jacksonville, FL

2012 – Present

Principal, Consultant

Communications consultant that delivers strategic planning, branding and business development solutions to grow clients' reputation, fundraising and sales. Clients include marketing agencies, healthcare companies and nonprofits.

Edible Arrangements, Gainesville/Ocala, FL

2008 - 2022

Franchise Co-owner

Co-owner and operator of two franchise locations. Manage marketing, corporate accounts and all back-end business functions including accounts payable, human resources, accounting, insurance, leasing and contracts.

US Preventive Medicine, Jacksonville, FL

2007 – 2012

Vice President Marketing Communications

Led strategic planning, branding, internal and external communications, media relations and integrated marketing communications programs to support start-up international health and wellness company. Spearheaded the first-ever retail launch of a wellness product at Sam's Club generating more than \$1 million in earned media. Led collaborative team that launched award-winning mobile health & fitness app with Qualcomm Life and managed client wellness campaigns that achieved more than 50 percent employee participation.

The Kurtis Group, Jacksonville Beach, FL

2002 – 2007

Vice President Business Strategy

Designed and implemented strategic marketing and public relations plans, while directing media buying, corporate messaging and account retention. Collaborated with the creative team to deliver unique brand-building solutions. Increased agency billings by 37 percent.

HealthScreen America, Jacksonville, FL

2000 – 2002

Director of Communications

Managed all corporate relationships with area non-profit groups, media and the medical community and worked closely with the commissioned sales team on targeted B2B strategies.

Children's Miracle Network, Jacksonville, FL

1996 – 2000

Executive Director

Managed all operating aspects of nonprofit including managing annual budgets, donor relations, volunteer recruitment, sponsor acquisition, special events and production of annual 21-hour live telethon to benefit hospitalized children in a 14-county area. Raised nearly \$1 million each year, doubling all previous annual fundraising efforts.

PREVIOUS EXPERIENCE

Held professional positions in public relations, marketing, advertising and account development with The Omni Jacksonville Hotel, local advertising and PR agencies, and WEJZ FM.

1986 - 1996

HONORS & AWARDS

- JAX Chamber "North Council Small Business Leader of the Year," 2016
- Florida Public Relations Association (FPRA) "John W. Dillin Award," 2015
- FPRA "Member of the Year," 2013; "President's Award," 2005
- FPRA Jacksonville Chapter "Bob Myers Lifetime Achievement Award," 2004
- Local and statewide FPRA Images Awards 1992 - present
- "Eckerd's 100 Women" Honoree, national award for community service, 1998

EDUCATION

Florida Public Relations Association

Accredited in Public Relations (APR) and Certified Public Relations Counselor (CPRC)

University of Florida, Gainesville, FL

Bachelor of Science in Business Administration, Major in Marketing - President's Leadership Award

Westwood High School. Ft. Pierce, FL

COMMUNITY INVOLVEMENT

JAX Chamber – Arlington Council Board President 2023-Present; North Council Board, President 2018-19

Florida Public Relations Education Foundation – Chair 2023-24

University of North Florida – Communications Advisory Board

Children's Home Society – Chairman, Board of Directors; Various leadership roles, 2003 - 2017

Leadership Jacksonville – Graduate, 2007

Florida Public Relations Association – State President, 2002; Education Foundation Board; Counselor's Network,