

# KACI H. BARNES

## PROFESSIONAL EXPERIENCE

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**September 2022-Present** **PNC Bank** **Jacksonville, FL**

*Client and Community Relations Specialist*

- Plans and executes client and community relations activities including event planning, execution and tracking, market sponsorship activation, philanthropy, grant-making, and employee engagement programs to deliver the PNC brand across the market
- Supports the Regional President's office in executing business strategies to help drive revenue across all lines of business; produces campaign and event tracking reports showing return on investments and key initiatives
- Administers/coordinates the local sponsorship and PNC Foundation grant process; coordinates employee volunteerism, employee engagement, grant announcements and activation with local early learning centers

**February 2022-September 2022** **Baptist Health** **Jacksonville, FL**

*Business Development Specialist*

- Met growth objectives and drove the visibility, presence, and referral volume of the cardiovascular service line
- Led prospecting, development, and management of clinical referral relationships
- Designed and implemented strategies for new patient pipeline development and relationship cultivation through coordinated and collaborative efforts across key customers, contingencies, and stakeholders

**June 2019-January 2022** **VyStar Credit Union** **Jacksonville, FL**

*Community Liaison*

- Creator and supervisor of VyStar Visionary Employment Program, which resulted in four individuals from underserved populations beginning careers with VyStar
- Cultivated relationships with local business and community leaders and served as VyStar's liaison for members, key stakeholders and all other constituents
- Established, maintained, and grew lasting partnerships with like-minded organizations in the community to assist in determining and developing events that served the needs of the local population

**January 2017-May 2019** **Feeding Northeast Florida** **Jacksonville, FL**

*Director of Volunteer Services*

- Managed volunteer program consisting of over 10,000 volunteers with a focus on recruiting and developing new volunteer partnerships throughout the community with schools, corporations, religious and social organizations, and individuals
- Directly oversaw full-time Volunteer Center Manager and Volunteer Coordinators
- Architect of first distinguished, major fundraising event for organization

**June 2015-September 2016** **American Cancer Society** **Jacksonville, FL**

*Community Manager, Relay For Life*

- Increased income of four Relay For Life events from \$38K to \$79K in one year
- Recruited, trained and managed more than 40 community volunteers performing at an increase of 570% year over year
- Oversaw planning, production and execution of successful Relay For Life events with more than 600 participants

