



Jennifer Whiting

Jennifer Whiting is known as the Buzz Builder at the Firefly Group, although her conventional title is Public Relations & Marketing Specialist. Known for her ability to manage complex projects and inspire community involvement, her clients range from a large engineering corporation to a small non-profit for breast cancer and everything in between.

Born in Arizona and raised in South Florida, Jennifer Whiting has a unique background as a young entrepreneur, having paid her way through college through the creation and management of a small business. In addition, her experience in the banking and accounting industries provides a solid basis for understanding a company's bottom line.



After graduating from Florida Atlantic University, Whiting established her professional roots in international real estate, developing full public relations, marketing, and advertising campaigns for resorts and master-planned communities in the US, Caribbean, and European markets.

Jennifer is a key part of the Firefly team, combining her creativity, organizational skills, and attention to detail to meet and exceed client expectations. Areas of focus include: media relations, marketing, community outreach and education collateral materials development, copywriting, website development and comprehensive event planning activities.

AWARDS, MEMBERSHIP AND COMMUNITY INVOLVEMENT

Friends of the Blake Library – Board Member, August, 2010

ArtsFest - Volunteer (2010)

Keep Martin Beautiful - Volunteer (2008-Current)

Sustainable Martin Alliance - Volunteer (2008-Current)

CareNet Pregnancy Services of the Treasure Coast - Event Planner, Video Production (2006-Current)

Awanas of the Treasure Coast - Children's Counselor (2006-Current)

YMCA - Children's Counselor (2002-2004)

Boys & Girls Clubs of Martin County - Gathering of Goddesses Volunteer (2008 & 2010)

EDUCATION

Jennifer holds a *Bachelor of Arts* degree in Public Communication from **Florida Atlantic University**.