



Jessica Layne

Jessica Layne is known as the Sparkstarter at The Firefly Group, though her conventional title is Public Relations and Marketing Specialist. Before joining The Firefly Group, Layne worked for the University of Florida in the fundraising arm known as the University of Florida Foundation.

Working for two years with the Foundation, Layne handled alumni relations and assisted in coordinating annual gift-giving campaigns. In 2009, she collaborated on the development of a branding and marketing campaign for the internal fundraising effort "Senior Legacy." With her work on the brand overhaul and grassroots marketing tactics, the campaign saw a 286% increase in donor participation.



During her work with the University of Florida, she also committed her time to the Panhellenic Council. With a knack for event coordination and project management, she took the lead role as community liaison and represented the 3,000 women of the council. She was responsible for collaborating with all media outlets and took the lead role during Hurricane Faye in 2008, coordinating a crisis management plan involving safety plans and event logistics that involved more than 3,000 students, parents, faculty and National Headquarters. Working with the City of Gainesville and Alachua County, she also helped to develop a community plan to address Vendor Accountability and Patron Safety. Representing the student voice, she was able to assist in developing a comprehensive list of Responsible Vendors that agreed to uphold city-imposed standards on insurance licensure, contracts and proper record maintenance of legal incidences.

Layne is the newest member of the Firefly team and her areas of focus include public relations project planning, media relations, marketing, community outreach and education, copywriting, and event planning.

Awards, Memberships and Community Involvement

Palm City Chamber of Commerce - Ambassador

Boys & Girls Clubs of Martin County - Gathering of Goddesses Committee 2010

Martin County Fair Association - Entertainment Committee 2010

Keep Martin Beautiful - Volunteer 2010 - Present

Sustainable Martin Alliance - Volunteer 2010 - Present

University of Florida - Outstanding Senior Leader 2009

Children's Miracle Network - Dance Marathon Participant & Fundraiser 2006, Dancer Relations Captain 2008, Public Relations Captain 2009

Make-A-Wish Foundation - Philanthropy Team 2005-2009

American Cancer Society - Cattle Baron's Ball 2009 "Stetsons and Stiletos" Assistant Event Coordinator

Education

Layne has a *Bachelor of Science* degree in **Public Relations** with concentration in **Leadership** from the University of Florida.