



Nancy McCarthy, APR

Nancy McCarthy, APR, is known as the Glowing Results Director at the Firefly Group. Her conventional title is Senior Public Relations Strategist. Prior to joining The Firefly Group, Nancy honed her skills on the public relations team at Lee County Electric Cooperative in Southwest Florida. There, she quickly developed a talent for strategic planning, media relations and public relations project management. Her crisis communications skills were put to the test when she found herself in the eye of the storm as a spokesperson during the hurricanes of 2004 and 2005. Her nine years of public relations experience are backed by a formal education and her Accredited in Public Relations (APR) designation. In addition, she has won numerous local, state and national awards for her work.



A born leader, Nancy is also a tireless and passionate volunteer. Nancy served on the Florida Public Relations Association (FPRA) Southwest Florida Chapter board of directors for five years and was president in 2006. In 2003, her fellow public relations colleagues honored her with the designation of "Rising Star" and in 2004 she was honored as "Chapter Member of the Year." Nancy also received the FPRA President's Award for Fund-raising in 2006 and served on FPRA's state board of directors in 2008 as the Vice President of Accreditation and Certification.

Her areas of focus at Firefly include: public relations project planning, comprehensive community outreach strategic planning, media relations, marketing, copywriting, and event planning.

Awards, Memberships and Community Involvement

Martin County Parks & Recreation Advisory Board – Board Member, 8/10 – Present

LEADERship Martin County - Class 21

Florida Public Relations Association, Treasure Coast Chapter - Board Member, 2008-present

Universal Accreditation Board - Accreditation in Public Relations (APR), May 2005

Toastmasters International - Competent Toastmaster (CTM), April 2004

Florida Public Relations Association, Southwest Florida Chapter - Chapter President, 2005; Member of the Year, 2004; Rising Star, 2003; Grand-All Image Award, 2003, 2004

Lee County Electric Cooperative - On the Spot Award, 2001, 2005; Continuous Process Improvement (CPI) certified by Richard Chang Associates, 2005

The Chamber of Southwest Florida - Leadership Lee County, 2006

American Cancer Society - Cape Coral Relay for Life steering committee, 2004; Cattle Barons' Ball pr committee, 2005

American Heart Association - Lee County Heart Walk executive committee, 2005

Cape Coral Chamber of Commerce - Leadership Cape Coral, 2003

Education

Nancy has a *Bachelor of Science* degree in **Advertising** from the University of Florida.