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Ambassador

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 (Go Gators!) in the fundraising arm known as the University of Florida Foundation handling alumni relations and assisting in coordinating annual gift-giving campaigns. She also collaborated on developing a branding and marketing campaign for the internal fundraising effort "Senior Legacy."



As the newest member of The Firefly Group, Layne is responsible for assisting in the areas of client services, public relations project planning, community outreach and education, media strategy and tactics and event management. Most recently, she has integrated her familiarity with social media marketing into the outreach tactics of numerous clients, including the local nonprofit Keep Martin

Beautiful, as well as internally for The Firefly Group.

As conventional marketing tactics meet media 2.0, businesses and nonprofits alike are forced to begin communicating with their consumers and stakeholders in new ways. Many times, it's easiest to focus on Facebook and Twitter, but there are many alternatives available to foster relationships and create strong networks. To determine where best to make a strong presence for your organization or business, contact The Firefly Group today.

The Firefly Group is a public relations, marketing, community outreach and strategic planning firm servicing businesses, nonprofit organizations and government agencies. With a focus on providing comprehensive, strategic and sustainable solutions, Firefly works with clients to identify opportunities to successfully meet their organizational and project goals and objectives. Industry areas include: agriculture, energy, environment, government, marine, nonprofits, small businesses and sustainable community development. For more information call (772) 287-5272, visit www.fireflyforyou.com, follow us on Twitter at www.twitter.com/FireflyGroupPR or find us on Facebook at www.facebook.com/TheFireflyGroup.