

JAY B. MAGEE, APR

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COMMUNICATIONS & PR STRATEGIST FOR MISSION-DRIVEN ORGS

Digital Transformation | Employee Engagement | Crisis Communication

Accredited public relations and communications leader with deep expertise in building brand value through integrated marketing communications and engagement campaigns. Proven success in driving affinity and action among internal and external stakeholders in enterprise software, healthcare and utilities markets. Applies AI tools to stakeholder analysis and channel engagement plans. Fosters listening cultures through voice-of-the-customer (VOC) research methods. Builder and coach of dynamic, connected teams.

STRENGTHS & COMPETENCIES

Integrated Campaign/Evergreen Program Development (Web, Email, Social, OOH, CTV) • ICP Identification and Segmentation • Digital Engagement Strategy • Content Management + Listening Strategy • Employee Engagement • Cross-Functional Leadership (Internal + External)

PROFESSIONAL EXPERIENCE

E Source, Ponte Vedra, Florida (Working Remotely)

Marketing Lead, Business, Technology & Operations (BT&O)

2025 – 2026

Led marketing strategy for BT&O market unit serving North America's largest electric, gas and water utilities through business transformation consulting engagements. Owned end-to-end marketing vision for the business, translating commercial strategy into marketing plans that drove revenue growth and market impact.

- Partnered with market unit leadership to define priorities and build integrated annual and quarterly plans spanning campaigns, content strategy, sales enablement, and key performance metrics.
- Coordinated campaign execution with shared services and other cross-functional teams to ensure alignment, accountability, and results.

JEA, Jacksonville, Florida

Department Lead, Digital Communications

2018 – 2025

Oversaw three digital engagement workgroups driving experience improvements for nearly 1.1 million residents and business customers through strategy development, execution, and optimization of JEA's owned and shared digital platforms. Started as team manager in 2018 and promoted to department director in 2022.

- Led enterprise-wide digital transformation, launching JEA's first mobile app and implementing customer-experience improvements that **increased self-service transactions by 19.8% and propelled JEA to No. 2 nationally** in the 2024–25 J.D. Power Utility Digital Experience Survey.
- **Improved employee engagement by 15.2%** through management of a cross-functional employee communications council and team-based transformative strategies to reach a distributed, diverse workforce.
- Developed social segmentation strategy with shared media workgroup spanning seven social channels, fostering distinctive conversations aligned with stakeholders, increasing digital CSAT among key groups.

- **Crafted and executed comprehensive crisis communication strategies** guiding responses to hurricanes, water main breaks, boil water advisories, and other critical events.
- Created strategy playbooks to ensure consistent leadership alignment on communications approaches for critical events.
- **Grew team headcount from 2 to 11** to support digital customer engagement brand awareness and performance marketing initiatives and reduce costs incurred for legacy support channels.

Community Hospice & Palliative Care, Jacksonville, Florida

Marketing & Communications Manager (*4x promotions over tenure*)

2002 – 2018

Led marketing communication strategy development and execution for internal business partners at large regional healthcare provider. Deep expertise in lead generation/sales enablement strategy development to drive referrals for hospice, palliative, and emerging models of care.

- **Led communication consultant team for in-house communications agency**, creating high-level brand marketing plans and tactical channel work plans via paid, earned and/or owned media.
- Served as **principal adviser on disease-focused sales enablement strategies** for all care modalities.
- Planned and executed **logistics and marketing efforts for corporate events and signature community fundraisers** with \$15M-plus combined funds raised.
- Developed education-related communications engaging all community providers through on-site learning (CE/CME), dinners, conferences (wound care, nursing homes, palliative care, caregiving, etc.).
- Oversaw public relations opportunities with local healthcare-focused media and partnerships with area hospital systems. Led community-based healthcare consortium of PR/marketing leaders.
- Managed marketing operations – including print and digital advertising, community sponsorships, and branded promotional item procurement – targeting current and potential referral sources.
- **Co-led family caregiver outreach initiatives** as part of local nonprofit-based coalition. Served as communications lead for all coalition marketing and outreach, including newsletters, web and social content.

ADDITIONAL EXPERIENCE

- **CA Technologies:** Manager, Field Marketing; Manager, Services Marketing Communications; Public Relations Representative
- **Computer Management Sciences:** Coordinator, Corporate Communications
- **University of Florida News & Public Affairs:** Staff Writer/Editor, *University of Florida Digest*

EDUCATION & CERTIFICATIONS

University of Florida, Gainesville, Florida

Bachelor of Science in Public Relations (magna cum laude); Minor in Sociology

University of North Florida, Jacksonville, Florida

Certificate Course: 'AI for Work and Life'

Accreditation in Public Relations (APR), Public Relations Society of America

TECHNICAL SKILLS

Generative + Agentic AI: ChatGPT, Claude Cowork, Copilot • CMS: Ektron, Joomla, Umbraco, WordPress
Social: Hootsuite, Buffer • Project Management: Asana, Jira, Trello • Adobe Creative Cloud • Marketo • Mailchimp