

JAY B. MAGEE, APR

[linkedin.com/in/jaymagee](https://www.linkedin.com/in/jaymagee) | Jacksonville, Florida

CORPORATE COMMUNICATIONS STRATEGIST

Digital Transformation | Employee Engagement | Crisis Communication

Senior 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. 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)

TECHNICAL SKILLS

Adobe Creative Cloud • Generative AI Tools • AP Style • CMS: Ektron, Joomla, Umbraco, WordPress • Google Analytics • Hootsuite Enterprise • Project Management: Asana, Jira, Trello • Microsoft 365, SharePoint, Teams

PROFESSIONAL EXPERIENCE

JEA, Jacksonville, Florida

Director, Digital Communications

2018 – 2025

Oversaw three digital engagement workgroups driving experience improvements for 1.1 million utility customers through strategy development, execution, and optimization of JEA's owned and shared digital platforms.

- 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%** by managing a cross-functional employee communications council that developed impactful internal comm strategies for 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