

Profile

Jane C Heisey
First Name Middle Initial Last Name

janiaclo@gmail.com
Email Address

3021 Crest Dr
Home Address Suite or Apt

Clearwater FL 33759
City State Postal Code

Mobile: (813) 220-0295
Primary Phone Alternate Phone

Length of Residency - please select one. *

☒ Less than 1 year

Do you own or represent a business in Clearwater?

☐ Yes ☒ No

If yes, where is the business located? Do you conduct business with the City?

Which Boards would you like to apply for?

Neighborhood and Affordable Housing: Submitted

Vocate Education Solutions Associate Creative Director
Employer Job Title

Occupation - If retired, enter former occupation.

Marketing

Have you served or do you serve on a board in Clearwater?

☐ Yes ☒ No

If yes, please list the name of the board.

Why do you wish to serve on this board/committee? If seeking reappointment, state why you should be reappointed.

I would be honored to serve on the Sister Cities Advisory Board because I'm passionate about fostering cross-cultural understanding and building meaningful international partnerships. As a longtime Tampa Bay resident who just bought a home in Clearwater (!!), I want to actively contribute to strengthening Clearwater's historic relationship with Nagano, Japan, and potentially expanding our global connections. By the same token, I'm eager to contribute to this beautiful, iconic Florida city that I now call home. During my junior year abroad at The Institute of European Studies in Brussels, I participated in seminars at NATO, SHAPE, and the EEC, and interned at The Wall Street Journal/Europe while immersing myself in the culture. This formative experience ignited my lifelong appreciation for cultural exchange and the power of people-to-people diplomacy. Living abroad taught me that meaningful international relationships are built through authentic connection, mutual respect, and sustained engagement—the very principles that have made Clearwater's partnership with Nagano successful since 1959. Throughout my 25+ year career in marketing and communications, I've developed expertise in strategic planning, stakeholder engagement, and brand development—skills that align with promoting and expanding Sister Cities programs. My experience presenting to senior executives and board members, coupled with my ability to build strategic partnerships and manage complex initiatives, positions me to contribute meaningfully to advancing the board's mission of promoting cultural understanding and global partnerships.

What personal qualifications can you bring to this board or committee?

I am an empathetic leader with 25+ years experience honing my cross-cultural communications skills. I know how important cultural understanding is when it comes to building authentic teams in the workplace, and I could apply that knowledge to creating lasting international partnerships. Having worked in educational marketing for years, I also understand the transformative power of student exchanges. I am a passionate champion by nature, and I would be an active advocate for Clearwater students so they could get the opportunity to participate in life-changing cultural immersion programs.

List Community Activities

Active volunteer with MercyFull Paws dog rescue organization Volunteer with The Humane Society Participant in local community events and cultural festivals such as "Mama Duck" in Coachman Park Excited to join the Countryside Rec Center and to receive my library card as a Clearwater resident Have tickets to the Phillies spring training games on March 20 at BayCare Park; Have already frequented Frenchy's and Lenny's multiple times.

[Jane_Heisey_ACD_Vol_Board2.docx](#)

Upload a Resume

Question applies to multiple boards

Please attach a copy of one of the following documents: 1) valid current Florida Driver License issued to an address within city limits, or 2) Declaration of Domicile filed with the city clerk affirming residency within city limits.

Question applies to multiple boards

Are you related to any member of the City Council?

☐ Yes ☒ No

Question applies to multiple boards

If yes, please provide name and explain relation.

Not related

Question applies to multiple boards

Are you related to a city employee?

☐ Yes ☒ No

Question applies to multiple boards

If yes, please provide name and explain relation.

Not related

Demographics

Some boards and commissions require membership to be racially, politically or geographically proportionate to the general public. The following information helps track our recruitment and diversity efforts. (Optional)

Ethnicity

☒ Caucasian/Non-Hispanic

Gender

☒ Female

11/23/1968

Date of Birth

The City of Clearwater strives to promote diversity and provide reasonable accommodations for individuals with disabilities. If you are requesting accommodation, please indicate below:

No accommodation needed. I just want to reiterate that I am a proud Clearwater resident who wants to give back to the community. I am happy to contribute to any board that needs support right now. Thank you for your time.

By clicking on "I Agree," below, I affirm that the information above is true and correct, and that I understand and agree to the responsibilities and commitment of time associated with an appointment to a Clearwater advisory board or committee.

☒ I Agree

All material submitted to the City of Clearwater is subject to the public records law of the State of Florida including Chapter 119, Florida Statutes.

JANE HEISEY

Clearwater, FL | janiaclo1@gmail.com | (813) 220-0295 | linkedin.com/in/janeheisey

PROFESSIONAL SUMMARY

Strategic marketing leader with 25+ years of experience driving brand growth, organizational transformation, and cross-functional team leadership. Proven track record presenting to senior executives and board members, managing teams, and leading change management initiatives. Expert in digital transformation, AI adoption, and building scalable processes that deliver measurable business results.

CORE COMPETENCIES

Strategic Planning | Change Management | Brand Strategy | Senior Leadership | AI Adoption & Digital Transformation | Board Presentations | Budget Management | Team Development | Content & SEO Strategy | SEO & Digital Marketing | Process Optimization

PROFESSIONAL EXPERIENCE

Vocate Education Solutions, Tampa, FL

Associate Creative Director | 2019 - Present

Strategic Planning | Change Management | Brand Strategy | Leadership | AI Adoption

- Led brand narrative development for new nonprofit B2B education solutions parent brand, Vocate Education Solutions, presenting to senior executive leadership and board members to secure alignment and influence key stakeholders across the organization
- Defined and executed creative vision for VES, establishing compelling brand identity aligned with organizational mission, vision, and future growth
- Directed strategic partnerships with two core SEO vendors, streamlining high-volume, multi-platform workflows and aligning initiatives with overarching content and growth strategy to maximize ROI and operational efficiency
- Championed adoption of AI-powered content tools (BrightEdge, BrightEdge Content Advisor, MS Copilot, ChatGPT), driving cultural shift toward efficient, data-driven, quality content creation and SEO execution
- Led change management efforts by restructuring and cross-training copy team to meet evolving business needs and increased bandwidth, creating and documenting scalable onboarding training process, to support rapid growth transformation
- Managed and optimized team of 6 high-performing SEO copywriters handling extremely large volume of creative content development across 5 brands
- Achieved 7x increase in AI Overview visibility across ChatGPT, Gemini, and Perplexity (from 59 monthly sessions in October 2024 to 484 monthly sessions in September 2025 per Looker Studio) due to targeted, keyword-rich content and strong topical authority established under my leadership

Triad Retail Media, St. Petersburg, FL

Copywriter/Content Strategist | May 2016 - Present

- Developed creative concepts and copy for multiple B2B and B2C paid media campaigns, email marketing programs, lead generation events, and sales materials for major brands including eBay Advertising, Babies"R"Us, Toys"R"Us, Staples, Barnes & Noble, CVS, and Dollar General

Janiac Media, Tampa, FL

Senior Content Writer | January 2009 - April 2016

- Provided marketing and content writing solutions involving branding, blogging, web content (17+ web sites), and social media for diverse clients including Grow Financial, Nielsen Real Estate, Wondersign, LEADynamix, Liz Murtagh Boutique, HME Electronics, Wholematters, VoxHealth, and numerous startups
- Won Thumbtack's Best of 2016 and 2015 Writing Award, ranking first for all Tampa writers on Thumbtack during that period

The Cushie Company, LLC, Tampa, FL

Owner & President | October 2004 - December 2008

- Invented and marketed original baby product, the Cushie, a luxurious padded play mat for infants, sold online and in 5 retail boutiques; Featured in special segment on FOX TV in November 2007

EARLIER EXPERIENCE**TECO Partners, Tampa, FL | Marketing Communications Specialist | 2002 - 2004**

Led creative and strategic development of marketing activities for TECO Peoples Gas.

FPL Energy Services, Juno Beach, FL | Associate Brand Manager | 1998 - 1999

Developed \$15MM advertising budget and media plan. Led new market entry strategy for deregulated energy markets in department run by former P&G Inc. senior executives.

Lowe & Partners/SMS, New York, NY | Account Supervisor | 1997 - 1998

Managed budgets for 4 product divisions totaling \$30MM.

BBDO Worldwide Inc., New York, NY | Account Executive/Network Coordinator | 1994 - 1997

Managed worldwide agency network of 25 countries coordinating all Gillette brand creative.

KPA Group, Washington, D.C. | Account Executive | 1992 - 1994

Increased client call volume 25% through strategic media recommendations.

EDUCATION

The American University | B.S., Marketing, Kogod School of Business
Administration | Washington, D.C.

The Institute of European Studies | Study Abroad Program | Brussels, Belgium |
Junior year spring semester

PROFESSIONAL DEVELOPMENT

Harvard Business School Online | Management Essentials: Influence, Decision-Making, Implementation, and Change | 8-week course | March 2023

DePaul University Kellstadt Marketing Center | Content Marketing Certificate Course | March 2025

TECHNICAL PROFICIENCIES

Microsoft Teams / Office | AP Stylebook | Basecamp | Google Docs / Looker Studio | Monday | Ziflow | Slack | BrightEdge (SEO) | Zoom | SEMRush | Claude/ChatGPT/Gemini/CoPilot

COMMUNITY INVOLVEMENT

Volunteering with dog rescue organizations including MercyFull Paws and The Humane Society.