
Profile

Melinda

First Name

T

Middle Initial

Bacon

Last Name

melindabacon@icloud.com

Email Address

3198 Eagles Landing Circle West

Home Address

Suite or Apt

Clearwater

City

FL

State

33761

Postal Code

Mobile: (727) 415-4946

Primary Phone

Alternate Phone

Length of Residency - please select one. * 6+ years**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?**

Sister Cities Advisory Board: Submitted

Self-Employed

Employer

Consultant

Job Title

Occupation - If retired, enter former occupation.

Marketing / Public Relations

Have you served or do you serve on a board in Clearwater? Yes No**If yes, please list the name of the board.**

Clearwater Arts Alliance

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

I am excited by this opportunity to make a contribution to my city by representing CAA on the Sister Cities board. My professional experience and personal interests in the arts, travel and tourism make this a great fit.

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

As a former marketing director for major market media organizations, I offer a wide range of skills and experiences that would be relevant to the Sister Cities programs and initiatives. I have also traveled extensively, including a 2019 trip to Japan, and welcome the chance to play a role in building international partnerships and providing life-changing travel opportunities to local students.

List Community Activities

Airport Ambassador, Tampa International Airport Volunteers in Pinellas (VIP) Program (St. Pete-Clearwater International Airport Ambassador) Clearwater Arts Alliance

MTBacon_2023_Resume.docx

Upload a Resume

Question applies to multiple boards

MBacon_License.pdf

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.

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

05/02/1955

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:

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.

MELINDA TORREY BACON

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727.415.4946 • MELINDABACON@ICLOUD.COM

MARKETING / PUBLIC RELATIONS CONSULTANT

Collaborative, results-oriented leader skilled in tactical and strategic planning, partnership negotiation, event planning and promotion, process improvement, and managing budgets for maximum results .

PROFESSIONAL EXPERIENCE

Marketing / Public Relations Consultant 2017-Present

Clients include:

- TD SYNEX (formerly Tech Data), Clearwater, FL
 - Proofreading/editing marketing materials, video scripts and presentations
- Creative Pinellas, Largo, FL
 - Grant development and applicant guidance

Director of Marketing

- Charter Communications (Spectrum), St. Petersburg, FL 2015-2016
- Bright House Networks, St. Petersburg, FL 2005-2015
- Bay News 9, St. Petersburg, FL 2001-2005

- WFLA-TV/Newschannel 8 (NBC), Tampa, FL 1993-2000

COMMUNITY INVOLVEMENT

- Airport Ambassador, Tampa International Airport
- Volunteer with Pinellas County Volunteers in Pinellas (VIP) program
- Former Board Member, Clearwater Arts Alliance

EDUCATION - CERTIFICATIONS

- **B. A. Communication Studies**, State University of New York, Oswego, New York
- Focus on broadcast management, programming and production

Nonprofit Management Certificate, University of South Florida, Tampa, Florida

- Classes in Grant writing, Development and Fundraising, Financial Management, Nonprofit Marketing, Strategic Planning and Board Effectiveness