

Profile

Allison
First Name

M
Middle Initial

Grantham
Last Name

agrantham@bizjournals.com
Email Address

2059 Imperial Way
Home Address

Suite or Apt

Clearwater
City

FL
State

33764
Postal Code

Home: (727) 798-0053
Primary Phone

Alternate Phone

Length of Residency - please select one. *

1 to 5 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?

I work at the Tampa Bay Business Journal, covering Clearwater and the Tampa Bay Area. Many of my business clients are in Clearwater.

Which Boards would you like to apply for?

Community Resiliency and Leisure Services Advisory Board: Submitted

Tampa Bay Business Journal
Employer

Account Executive
Job Title

Occupation - If retired, enter former occupation.

Sales and 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 a strong fit for the Community Resiliency and Leisure Services Advisory Board because my professional experience, community involvement, and personal roots in Clearwater uniquely position me to contribute meaningful, well-rounded insight. I was born and raised in Clearwater, and after spending time in Jacksonville following college, I made a deliberate decision to move back in 2021 to raise my family here. As a mother of two young children, I have a vested, day-to-day interest in the long-term resiliency, safety, and quality of life in our parks, recreational spaces, and community programs. Professionally, I work with the Tampa Bay Business Journal, where I partner closely with business leaders, nonprofits, and civic organizations throughout Clearwater and the greater Tampa Bay region. Through this role, I collaborate with many high-level decision-makers and organizations that are invested in Clearwater's growth, infrastructure, and community wellbeing. I also serve on marketing and advisory boards and regularly volunteer in the community, giving me experience in strategic planning, stakeholder engagement, and communicating effectively across diverse audiences. This combination of local perspective, professional experience, and personal investment allows me to thoughtfully evaluate community needs, balance resident and business interests, and advocate for programs that strengthen resilience and enhance leisure services for families, visitors, and future generations. Serving on this board would be a meaningful way for me to give back to the city that shaped me and to help ensure Clearwater remains a vibrant, resilient community for years to come.

Question applies to Community Resiliency and Leisure Services Advisory Board

Describe your experience with Clearwater library, parks, and recreation facilities and services.

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

I bring a strong mix of professional experience, community involvement, and personal investment in Clearwater. Through my role at the Tampa Bay Business Journal, I work closely with business and civic leaders in Clearwater and have experience serving on marketing and advisory boards, along with prior service on my neighborhood HOA. As a lifelong Clearwater resident who returned in 2021 to raise my family, I have a deep, personal connection to the community and a vested interest in its long-term resiliency and quality of life. I am also an active member of the Morningside Recreation Center, where my children attend camps and programs, giving me firsthand experience with Clearwater's parks and recreation services. As a working parent, community volunteer, and local professional, I am committed to providing thoughtful, well-rounded input that reflects both resident and stakeholder perspectives.

List Community Activities

Community Activities: Hillsborough Education Foundation – mentor to young children Served on neighborhood HOA Regular attendee of charitable and community fundraising events Former teacher for 10 years. Spent part of that time in Pinellas County Schools at Sandy Lane Elementary.

[Allie_Grantham_Resume_2025.pdf](#)

Upload a Resume

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

08/14/1990

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:

N/A

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.



Allison Grantham

Multimedia Account Executive

Experience

Contact

Phone
727-798-0053

Email
allie13548@yahoo.com

Education

2013
Bachelor of Arts Degree
Flagler College

Expertise

- Salesforce
- ChurnZero
- Microsoft Office
- Slack
- Social Media
- Public Speaking

References

- **Megan Keplinger - Account Executive, Tampa Bay Business Journal**
- **Tyler Davies, Manager of Customer Success, Pathful**

February 2024 - Current

Tampa Bay Business Journal

Advertising Account Executive

- Consistently exceeded performance metrics by leading data-driven, multi-channel marketing campaigns that delivered measurable ROI.
- Developed and executed strategic advertising solutions aligned with client goals, driving engagement and long-term brand growth.
- Managed end-to-end campaign lifecycle, including audience targeting, creative development, and performance optimization.
- Built and maintained strong client relationships, identifying upsell and cross-sell opportunities through marketing insights.
- Collaborated cross-functionally with internal teams to deliver integrated campaigns across print, digital, and event platforms.
- Leveraged Salesforce and market intelligence to track KPIs, analyze trends, and inform continuous campaign improvement.
- Actively represented the Business Journal brand at industry events and within the business community, reinforcing credibility and expanding strategic partnerships.

June 2023 - February 2024

Pathful Inc.

Senior Account Manager

- Manages a book of more than 150 complex accounts, 60 which are key accounts with higher revenue, ensuring client satisfaction throughout engagement leading to an increase in renewals, opportunities to upsell and add additional products and services, and overall campaign engagement and retention.
- Fosters trusting relationships with clients and proactively addresses clients concerns and provides timely responses and solutions.
- Collaborates cross functionally with sales and product teams to identify new sales opportunities and product improvements.
- Creates and facilitates customer training sessions for key clients, increasing overall usage and adoption.
- Manages time effectively in a remote setting to ensure various tasks are completed and deadlines are met.

January 2023 - May 2023

Paper Education Company

Customer Engagement Specialist

- Increased customer engagement in Hillsborough County, Florida, by 61% in 2023, compared to 2022.
- Grew and nurtured relationships with customers (teachers, administration and district officials) on-site by providing these groups with premier customer service, the most up-to-date resources and product updates.
- Facilitated enablement product trainings, workshops, and professional development opportunities to teachers and members of administration across school district communities. These sessions included upwards of 150 people.
- Utilized various social media platforms to increase brand awareness and create excitement around Paper products to increase engagement with users.
- Worked collaboratively with the Paper team to analyze district usage data to create and implement plans to grow student and teacher engagement throughout the campaign.

December 2021-December 2022

Pinellas County Schools

Reading Interventionist Specialist

- Earned highly effective rating on all evaluations for the past 6 years.
- Utilized organizational skills, relationship management, technology skills and time management to enable success with various ed tech programs in classrooms.
- Conducted small group instruction with data driven-identified students (including ESE, ELL & ESOL) to close significant literacy gaps.



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