



ORANGE COUNTY MAYOR

Jerry L. Demings

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July 25, 2019

TO: Board of County Commissioners

FROM: Mayor Jerry L. Demings 

SUBJECT: Managerial Appointment
CONSENT AGENDA ITEM AUGUST 6, 2019

It is my pleasure to appoint Ms. Diane Summers as manager of the Animal Services Division in the Health Services Department.

Ms. Summers comes to us from the Humane Society of the United States in Gaithersburg, Maryland, as the manager of Public Relations. In this position, she managed the staff that provided public relations and outreach services for a national non-profit organization dedicated to animal welfare.

Ms. Summers has eight years of experience with Orange County Government. During that time she has served as program manager of the communications team in the Animal Services Division. Prior to that, she served as the public information officer as well as marketing and public relations coordinator. She holds a bachelor of arts degree in advertising and public relations from the University of Central Florida.

Ms. Summers' appointment will be effective August 26, 2019, at an annual salary of \$100,880. Attached is her resume for your review.

ACTION REQUESTED: Confirmation of the Mayor's managerial appointment of Diane Summers as Manager, Animal Services Division, Health Services Department.

Attachment

C: Byron W. Brooks, AICP, County Administrator
Danny Banks, Deputy County Administrator, County Administrator's Office
Yolanda G. Martinez, EdPhD., PhD., Director, Health Services Department

DIANE SUMMERS

PROFESSIONAL EXPERIENCE

MANAGER, PUBLIC RELATIONS

Humane Society of the United States in Gaithersburg, Maryland | January 2019 - Present

- Manage public relations staff. This team provides public relations and media outreach services for a national non-profit organization dedicated to animal welfare.
- Delegate and oversee projects via the organization's project management system.
- Coordinate best public relations strategies and tactics for each individual project.
- Address misinformation about the organization in the media to manage reputation.
- Create targeted pitches and generate story ideas for the media to benefit organizational goals.
- Draft, edit and distribute press release, media advisories and other materials.

PROGRAM MANAGER OF COMMUNICATIONS TEAM

Orange County Animal Services in Orlando, Florida | 2013 - January 2019

- Managed a team of 15 full-time staff members, encompassing the areas of live release programs, public relations, customer service, social media, marketing, media relations, educational programs and event planning. This sector of the shelter was responsible for facilitating pet reclaims, initiating rescue placements and encouraging pet adoption, the latter of which surged 88% in this timeframe.
- Regularly participated in on-camera interviews and prepared written statements for the media, including crisis communications.
- Developed integrated marketing and communications plans to support division objectives, spanning relations with multiple publics: volunteers, key stakeholders, staff and community partners.
- Managed and expanded the division's social media presence, which included Facebook, Twitter and Instagram platforms. Identified positive ways to engage users across the division's social media networks. Responded to inquiries and comments in a way that fostered productive discussion across animal welfare topics.
- Purchased and secured advertising placement for select campaigns. Handled the annual budget for this team.
- Developed and distributed press releases, pitch stories and fact sheets.

PUBLIC INFORMATION OFFICER, MARKETING & PUBLIC RELATIONS COORDINATOR

Orange County Animal Services in Orlando, Florida | 2011 - 2013

- Expanded Facebook presence and launched the division's Twitter and Instagram accounts.
- Implemented and assisted with community outreach programs to augment division's life-saving mission.
- Created and distributed marketing materials and press releases.

EDUCATION

BACHELOR OF ARTS, ADVERTISING AND PUBLIC RELATIONS

University of Central Florida

ACCREDITATION IN PUBLIC RELATIONS

Public Relations Society of America