

Tina Marie Descovich

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EXPERIENCE

Communication Consultant, 2008-current

I am a versatile and creative senior communications professional with experience in Strategic Message Delivery, Media Relations Management, Brand & Graphic Development, Stakeholder Engagement, Corporate Relations, Critical Thinking and Problem Solving.

A few highlights:

- Created a strategic plan and built a customer service department for a fast growing start up. Project manager for implementation of customer support software. Interviewed, hired and trained the support team to create a strong and unified culture.
- Recruited, trained and staffed over 825 volunteers for major community event. Developed volunteer policies, procedures and standards of service. Provided constant communication with volunteers to perpetuate teamwork.
- Launched national public relations and media campaign for an emerging technology company. Obtained placement in *Time*, Fox affiliates in 35 cities, and specialty morning show segments in five major cities.
- Orchestrated the hospitality areas for airshows in Melbourne, New York, Ft Lauderdale and Ocean City with over 1,500 VIPs at each show including contract negotiation and implementation.
- Developed and executed nation-wide visual communication plan for an industry leading in-flight entertainment system.

President, Sally's Friends Guild (A program of PREVENT! of Brevard), 2013-2014

- Presided over monthly board meetings.
- Coordinated and planned quarterly membership luncheons.
- Initiated new fundraising events, which increased fundraising dollars 150% from previous year.
- Implemented house volunteer committee. Coordinated needs of residents in home with membership.
- Served as spokesperson to all media outlets.

President, Indialantic Elementary School PTO, 2011-2013

- Obtained 501c3 status for organization.
- Established project technology plan. Managed over \$36,000 in iPad purchases, training and installation.
- Wrote and awarded \$4,600 *Lowe's Toolbox for Education* grant.
- Initiated new fundraising events to include the first annual Soaring Eagles 5K.
- Reorganized PTO board to provide effective leadership of 37 committee chairs.
- Facilitated over 10,000 PTO volunteer hours from over 200 active volunteers.
- Raised and managed budget of \$125,000.
- Directed project installation of new \$75,000 playground.
- Increased membership 150%.
- Awarded "2013 Volunteer of the Year" for Indialantic Elementary School.
- Awarded "Runner Up" in *PTO Today* National PTO of the Year Contest.
- Created, designed and launched branding campaign.

Team Leader, Choffy LLC, 2011-2014

- Built and managed team of 180 independent distributors.
- Developed and executed communication, marketing and sales team incentive plan.
- Participated in local and regional trade shows.
- Managed the production of national promotional videos.

Computer Graphic Communications, Northrop Grumman Corporation, 2003-2008

- Developed, designed, and coordinated creative artwork for proposals and executive presentations.
- Developed and designed high-end, large-format graphics for trade show displays to depict the corporate missions.
- Translated technical facts and features of subject material into graphic images.
- Coordinated with engineers to develop graphics that depict technical processes and met corporate guidelines.
- Awarded Best Practice Implementation of the Business Acquisition Process for Integrated Systems.
- Secret Level Security Clearance

Candidate Profile – Personal Profile

1. **Candidate Name** - Tina Descovich
2. **Office You Are Seeking** – Brevard County School Board District 3
3. **Phone Numbers**

Cell: 321-480-7581

Please include a copy of your professional resume

4. **Current Occupation** - Communication Consultant
5. **Education (if not detailed on your resume)**
Please see attached resume
6. **Civic Involvement (if not detailed on your resume)**
Please see attached resume
7. **Which local Chamber of Commerce are you involved in or have been involved with?**
Melbourne Regional Chamber of Commerce
8. **Have you run for office before? If so, when and what was the outcome?**
I have not previously sought public office
9. **Party Affiliation** Republican (though this race is non-partisan)
10. **How long have you been registered for the above Party?** 23 years

Campaign Profile

1. **Managers Name** – Marie Rogerson
2. **Phone Numbers**
cell: 772-607-0767
3. **Treasurer** - Denise Wiley

4. Other Consultants, Staff or Key Volunteers

I am proud to have the endorsement of Brevard County Sheriff Wayne Ivey. Key people in my campaign are my husband, Derek Descovich, Joy Wheatley, managing my website and social media, Brandi Beckstein and Mildred Prieto, managing fundraising and Jeni Hatter, helping with media and PR. I have hired Conservative Campaign Solutions to handle all my collateral and campaign mailers.

5. If qualifying by petition, how are you collecting petitions?

The community has been incredibly supportive so we were able to compile the required 800 signatures in October of last year simply by getting out and being involved in the community.

6. How many fundraisers have you had?

I had one major fundraiser where we were able to raise over \$10,000 and two smaller ones.

7. How many volunteers do you have engaged in your campaign and describe how you are engaging them?

I am so grateful to have over 100 volunteers for my campaign and anticipate that number growing as the primary approaches. To keep them engaged I send out a monthly campaign newsletter and am active as a candidate on social media. The volunteers go out with me multiple times a week to knock doors as well as participating in monthly "Super Walk Saturdays" where we generally have 30 volunteers dedicate 4 hours to contacting voters. I try to make sure the volunteers have something to do so they feel as involved as they want to be and have volunteers filling the following positions: Volunteer Coordinator, Treasurer, Web Site Manager, Endorsements, and many others.

8. What is your fundraising goal? \$24,000

9. What type of voter contact are you budgeting for?

Voter contact is my highest priority and I have budget for the following forms: collateral and printed material, signs, internet, and mailers.

10. Why are you running for this office?

I am running for the future of my children and the future of every child served by the Brevard Public School system. It will take the type of strong leadership and experience I offer to ensure the district uses the precious resources entrusted to us by taxpayers, as efficiently as possible. When elected, I will work to increase communication among all stakeholders and restore the decision-making process back to parents, teachers and local leaders instead of bureaucrats. As we overcome the multitude of challenges facing our district, the students will have the best opportunity to achieve in the future.

Business Profile

1. Listed below are various groups who contribute to campaigns. Please indicate, by each group, whether you believe they will support or oppose your candidacy?

I am not aware of any of these groups that have endorsed any candidates in my race.

> Agribusiness	<input type="checkbox"/> Support	<input type="checkbox"/> Oppose
> Personal Injury Trial Lawyers	<input type="checkbox"/> Support	<input type="checkbox"/> Oppose
> Banking & Finance	<input type="checkbox"/> Support	<input type="checkbox"/> Oppose
> Developers	<input type="checkbox"/> Support	<input type="checkbox"/> Oppose
> Environment Groups	<input type="checkbox"/> Support	<input type="checkbox"/> Oppose
> Insurance	<input type="checkbox"/> Support	<input type="checkbox"/> Oppose
> Labor Unions	<input type="checkbox"/> Support	<input type="checkbox"/> Oppose
> Local Businesses	<input type="checkbox"/> Support	<input type="checkbox"/> Oppose
> Manufacturers	<input type="checkbox"/> Support	<input type="checkbox"/> Oppose
> Medical (Physicians)	<input type="checkbox"/> Support	<input type="checkbox"/> Oppose
> Party Leadership	<input type="checkbox"/> Support	<input type="checkbox"/> Oppose
> Architects/Engineers/CPAs	<input type="checkbox"/> Support	<input type="checkbox"/> Oppose
> Realtors	<input type="checkbox"/> Support	<input type="checkbox"/> Oppose
> Teachers	<input type="checkbox"/> Support	<input type="checkbox"/> Oppose

2. The Business community should support my candidacy because:

A successful education system reflects the future of our business community. I have seen first-hand in multiple sectors of the economy how our graduates need to be better prepared for employment. I am committed to making sure our children receive the education they need to proceed on to higher education and employment so that local business owners do not have to reach outside our community to fill positions. Building strong relationships between our schools and the business community is one of my top priorities.

Describe your experience that qualifies you for the position you seek.

With over two decades of business experience, I have the skills and commitment to influence positive change in our district. I have served well over 2,000 volunteer hours within Brevard Public Schools and have dedicated myself to being an advocate for all

students. I have and will continue to rally parents to engage in educational issues on behalf of our students.

In addition to my service within Brevard Public Schools, I have served on a number of local boards and committees like The Citizen's Advisory Board for The City of Melbourne and the Zoning and Planning Board for The Town of Indialantic. My decision to run for school board is an extension of my deep desire to serve our community. I determined one of the best ways I could do that is by serving on the school board where I can affect policies to improve the quality of our school system.

Candidates may be asked to fill out more detailed issue questionnaires, specific to their race.

Strategic Communications Specialist, L3 Communications, 2001-2002

- Served and advised the Commanding General of the United States Army Combined Arms Support Command on all media presentations and external communication.
- Ensured all external communication was in accordance with Combined Arms Support Command and its higher headquarters Training and Doctrine Command missions.
- Developed a strategic plan to prepare incoming Commanding General for the first 30 days of mission requirements.
- Wrote speeches/messages for Commanding General and Deputy.
- Developed creative and effective ways to present future Army ideas and tactics to a variety of audiences.
- Designed all multi-media and static presentations including the Command Briefing.
- Secret Level Security Clearance

Marketing Specialist, CCG Systems, Inc., 1999-2001

- Designed and created all internal and external marketing and promotional material, including brochures, information pieces, newsletters, flyers, CD cases, postcards, letterhead, envelopes and advertisements. Arranged and coordinated third-party printing and mailing vendors.
- Created, developed and maintained multimedia CD of complete system software application used for prospecting and new customer orientation. *DemoShield used CD to showcase their product potential.*
- Created and designed all presentation material for executive staff, supporting keynote presentations for national level conferences, presentations for state level organizations, sales presentations and customer training.
- Planned and executed national users conference for over 250 attendees, including selecting meeting site, contract negotiation, audiovisual, and banquet needs. Also, coordinated over 20 off-site meetings in various regions.

Marketing Assistant, American Agency LLC, 1998-1999

- Designed and maintained international trade manual.
- Trained and supported staff on newly implemented software. Acted as System Administrator.
- Periodically analyzed sales territories and assisted in re-assignment of sales territories.
- Designed presentations for executive staff. Analyzed sales reports for national and international meetings.

Marketing Manager, Gulf Data Systems, Inc., 1997-1998

- Developed and executed public relations strategic plan, marketing and sales plan for southeast region.
- Researched and analyzed national credit union market.
- Designed and distributed corporate marketing package.
- Attended all trade shows for southeast region.
- Assisted in project management and installation of software package for new customers.

**OTHER
EXPERIENCE**

Member, Citizens Advisory Council, The City of Melbourne, 2015-current
Substitute Teacher, Brevard Public Schools, 2014-current
Member, Zoning and Planning Board, Town of Indialantic, 2015-current
Community Relations, The Church of Jesus Christ of Latter-day Saints 2006-2008
Public Relations Director, Big Brother Big Sister Valdosta Chapter, 1996-1997
News Director, 95.7 Valdosta, Georgia, 1996-1997

SOFTWARE

Adobe Acrobat, Adobe Go Live, Adobe Illustrator, Adobe In Design, Adobe Photoshop, Microsoft Word, Microsoft Excel, Microsoft Access, Microsoft PowerPoint, Microsoft Visio

EDUCATION

BFA, Communication (Public Relations) Valdosta State University, 1997
Continuing Education Credits, Credit Union Management, University of South Alabama, 1998;
Prepress and Printing, Adobe Photoshop, Adobe Illustrator.

REFERENCES

Available upon request