

Dominique Holmes

EDUCATION

Florida Gulf Coast University, Fort Myers, FL
Bachelor of Science in Communication

May 10, 2014

WORK EXPERIENCE

Public Information Officer

Hernando County Board of County Commissioners, Brooksville, FL

February 2022 – Present

- Developed and executed educational campaigns on a wide range of topics including sales tax referendums, upcoming public meetings, and civic engagement initiatives
- Managed a team to produce video content for the County's YouTube channel and social media platforms, enhancing public outreach and transparency
- Created, branded, and launched a government podcast called Coffee with the County hosted on YouTube, featuring interviews with local government departments to educate the public and encourage civic engagement
- Grew the County's social media following by tens of thousands through strategic content planning and audience engagement
- Created and distributed a monthly government newsletter to keep citizens informed on news, projects, and opportunities for engagement
- Onboarded a county-wide community engagement platform, EngageHernando.com, to inform and involve residents in government projects and initiatives
- Currently leading the redesign and launch of a new County website, improving accessibility, mobile responsiveness, and user experience
- Created and manage a County Speakers Bureau, coordinating department managers to present at civic clubs, community groups, and public events
- Supported the launch of a Citizens Academy program, offering residents an in-depth look at local government through structured, monthly sessions
- Collaborate with all County departments to draft, review, and distribute media releases to inform and engage the public effectively
- Completed FEMA's Advanced Public Information Officer (PIO) course and served as Lead PIO during major storm events including Hurricanes Milton, Helene, Debbie, Ian, Nicole, and Idalia; managed crisis communications, coordinated with national outlets like CNN and The Weather Channel, drafted press releases, led social media updates, and organized press conferences
- Operated the public information call center during storm events; trained, scheduled, and supervised a team to handle high-volume, high-stakes inquiries
- Host and participate in community engagement initiatives including tabletop exercises, networking events, and Chamber of Commerce activities
- Serve as a member of the County's Senior Leadership Team, contributing to strategic planning and organizational direction
- Managed a cross-functional team encompassing public records, community outreach, and multimedia production
- Lead the development of a high-performing communications and outreach team; mentor and manage interns throughout the year to support department goals
- Oversaw departmental budget, processed purchase orders, and ensured fiscal accountability in communications operations
- Built and maintained strategic partnerships with local, state, and federal organizations to explore grant and funding opportunities
- Managed legislative initiatives for the County, including the development and tracking of state and federal appropriations requests
- Planned and executed high-profile County events, including ribbon cuttings and groundbreakings, from logistics and setup to emceeding and post-event teardown
- Planned and coordinated the County's inaugural Veterans Employee Recognition event, including scheduling guest speakers and event logistics
- Coordinate Government Day for Leadership Hernando by scheduling elected officials and department leaders to speak with emerging community leaders

- Provide support during Board of County Commissioners meetings by assisting citizens with A/V equipment, addressing questions or concerns, and ensuring smooth public participation and engagement
- Developed and facilitated an internal public speaking training program for County staff; also teach public speaking and confidence-building workshops for local youth at the PACE Center for Girls and Emergency Management's "HER"ricane Camp
- Past President of the Kiwanis Club of the Adventure Coast and The Robert Whitmore Memorial Employee Trust Fund, demonstrating ongoing commitment to public service and employee support
- Handled all aspects of public records requests including intake, fee calculation, distribution, invoice processing, and policy updates to ensure transparency and compliance

Community Outreach Director

January 2015 – February 2022

United Way of Hernando County, Spring Hill, FL

- Endorsed the United Way brand and their initiatives through public speaking presentations at over 40 businesses to raise funds for local programs through United Way's Workplace Giving Campaign
- Established and cultivated new business partnerships and enhanced current relationships while operating 5 Business Blitz Challenges to engage local companies with United Way
- Promoted United Way on the Radio and Television through Hits 106, WWJB and Nature Coast TV
- Managed, planned, and promoted multiple projects, at times simultaneously, such as Stuff the Bus, Annual Meetings, Tap for a Cause, Born Learning Trail installations, Little Free Libraries, United Way's Dolly Parton Imagination Library, and the United Way Student Board
- Created an inaugural kickball tournament, "KICK" Start to Early Literacy, to raise funds for United Way's Dolly Parton Imagination Library program. This event has continued to be a success 6 years running
- Conducted United Way Student Board meetings, United Way Partner Agency Meetings, and Campaign Coordinator meetings with multiple businesses
- Contributed in hosting and organizing multiple meetings for the Hernando County COAD (Community Organizations Active in Disaster) and have partnered with Hernando County Emergency Management to address unmet needs at a county level
- Management of United Way's Community Outreach team and St. Leo University Interns through training, task delegation, employee reviews and evaluations
- Reviewed, critiqued, and graded multiple agency applications through United Way's Community Investment Grant
- Increased brand awareness by maintaining and growing a media distribution list with multiple business outlets to expand United Way's reach in the community
- Constructed an online Volunteer Portal through Get Connected to manage and keep track of volunteers
- Represented United Way at multiple networking events throughout the community and actively involved with the Greater Hernando County Chamber of Commerce
- Designed new marketing materials, brochures, annual reports, flyers, press releases, website management, social media ads, and marketed quarterly newsletters
- Enhanced skills on the following programs: Constant Contact, Piktochart, Adobe Creative Cloud, Donation Tracker, Google AdWords, and Microsoft Office

Marketing Lead Coordinator

June 2014 – December 2014

Progressus Therapy, Tampa, FL

- Marketed job postings and reviewed resumes upon arrival
- Called active prospects to set up job interviews with recruiters
- Built a pipeline of potential candidates to fill specific job positions

Marketing Assistant/Special Events Coordinator

October 2010 - December 2011

Gulf Coast Humane Society, Fort Myers, FL

- Created and hosted special events with local businesses to promote adoptable animals at their location
- Managed volunteers and oversaw pet adoptions at community events
- Wrote press releases on adoptable animals that were featured in local News outlets
- Developed and sent out weekly newsletters to customers using Constant Contact
- Updated the Gulf Coast Humane Society Website and managed social media accounts