

SCOTT SHINE

4390 Richmond Park Dr.

Jacksonville, Florida 32224

(904) 343-8325

scottshine@comcast.net

SUMMARY

Scott Shine is an experienced professional with 35 years of business and management experience in marketing, advertising, public relations, research, and public policy.

EXPERIENCE**BUSINESS OWNER/MANAGER**

Jacksonville, FL. 2004 – present

Shine Agency, Inc. / Shine Investment Holdings

- Delivering management and consulting services in the areas of marketing, communications, public policy and political campaign management.
- Provide clients with strategic plans, database marketing, micro targeting, media placement, copy and design elements of communications.

VICE PRESIDENT – MARKETING, E-COMMERCE**Bank of America**

Jacksonville, FL. 1997 – 2002

- Responsible for all online promotions, advertising, management of staff, agency/vendor relationship.
- Management of partner relationships including AOL, Microsoft and Yahoo.

DIRECTOR OF PLANNING & MARKETING**The Nemours Foundation/Children's Clinics - 501c(3)**

Jacksonville, FL. 1992 – 1997

- Managed and directed market research, market planning, advertising and promotions.
- Conducted demand analysis and feasibility studies for new ventures.

MARKETING RESEARCH CONSULTANT**Market Horizons Inc. – a planning and market research firm**

Jacksonville, FL. 1991 – 1992

- Provided a comprehensive range of strategic planning and marketing research services to clients including Blue Cross & Blue Shield of Florida, AT&T Universal Card, Baptist Medical Center, American Transtech, Ryland Homes, Barnett Banks, Inc., WJCT-TV7 and others.

MANAGER, MARKETING RESEARCH**Barnett Banks, Inc.**

Jacksonville, FL. 1988 – 1991

- Managed and directed the primary market research function at Barnett Banks, Inc.

MARKET RESEARCH ANALYST**Blue Cross & Blue Shield**

Atlanta, GA./Jacksonville, FL. 1985 – 1988

- Managed and reported findings from primary and secondary research projects.

EDUCATION**BACHELOR OF SCIENCE IN BUSINESS**

Virginia Commonwealth University, Richmond, VA.
Bachelor of Science: Business Administration

AFFILIATIONS**School Choice Movement, Inc.**

Executive Board Member 2018 - Present

Duval County School Board 2014 – 2018

Elected Representative, District 2

Jacksonville Mayor's Transition Team 2015

(Hon, Lenny Curry Administration) Member, Subcommittee on Infrastructure

City of Jacksonville Waterways Commission 2010 – 2014

Commissioner - Chairman Shellfish Subcommittee, Member FIND subcommittee

City of Jacksonville Downtown Development Review Board 2011 - 2014

Ex Officio Member

Florida Fish and Wildlife Conservation Commission 2009 – 2014

Certified Instructor - Range Safety Officer- NBEF Instructor

First Coast Tiger Bay Club 2008 – 2014

Member, Board of Directors

City of Jacksonville Ethics Commission 2009 – 2010

Commissioner - Member Legislative Affairs Subcommittee, By-laws Subcommittee.

Florida Open Beaches Foundation, Inc. 2004 – 2009

Founder, Board Member

City of Jacksonville Southeast Vision Plan Committee 2006 – 2008

Appointed citizen representative

Jacksonville Community Council 2003 – 2008

Member JCCI Forward, Ecotourism Forum, Forward Thinking Forum, Membership Committee

Windsor Park Property Owners Association 2004 – 2005

President, Board of Directors

Jacksonville Mayor's Environmental Advisory Board 2004 – 2005

(Hon, John Payton Administration) Member, organization representative

Youth Crisis Center of Northeast Florida 1995 – 2000

Member, Board of Directors, Public Relations Committee

American Marketing Association 1981 – 1997

Richmond, VA., Atlanta, GA. and Northeast FL. Chapters
AMA Positions Held: President, Vice President, and Board Member