

## Katie Armstrong

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### EXPERIENCE

**9/2013–present Client Services/Outreach Representative, Lakeview Health Addiction Treatment Center, Jacksonville, FL**

Responsible for business development in the northeast Florida region as well as serve as liaison between referral sources and the clinical team.

**5/11-8/13 Marketing Representative/Community Liaison for NE Florida and SE Georgia TWELVE OAKS DRUG & ALCOHOL RECOVERY CENTER, Navarre, FL**

Instrumental in developing and implementing marketing strategies, referral relationships, and community relations activities for the NE Florida and SE Georgia geographic region.

- Assist referral sources with early identification of substance abuse patients while maintaining excellent customer service to referents
- Identify and assist patients with admission process to the facility
- Establish and maintain referral sources/contacts to increase census
- Develop new referral sources
- Participate in local organizations, conferences, and workshops
- Conduct mobile assessments for referral sources when necessary

**3/09-5/11 Property Manager, ATLANTIC CROSSING; Jacksonville, FL**

- Managed asset for developer/owner with responsibilities of managing all staff, including hiring and training
- Guided property from 40% occupancy to 97% within six months
- Developed marketing plan for 200-unit community and guided re-branding initiative of the property
- Developed resident retention program
- Managed property vendor relationships

**8/08-2/09 Senior Advocate/Speaker, Independent Contractor  
Provide workshops/seminar/training for residents and staff of retirement communities**

**7/06-10/08 Lifestyles REALTORS, Jacksonville, FL  
VP Marketing & Acquisitions**

- Initiated program for company brand identity in four distinct markets
- Directed advertising and marketing strategy for 250 employees
- Built marketing department in Jacksonville and developed marketing team/department in Atlanta, Tampa and Orlando
- Implemented and managed training for company-wide marketing
- Managed marketing function, including budget and strategy, and all contractual obligations for programs in markets
- Developed strategies and implemented marketing systems for over 50 multi-family real estate projects

- 3/02-7/06      Lifestyles REALTORS, Director of Marketing**
- Developed and managed marketing department for Company in diverse markets in the Southeast United States
  - Guided company to achievement of #6 Fastest Growing Company in Jacksonville by the *Jacksonville Business Journal* in 2005 and 2006
  - Guided company to ranking as #4 for “Best Places to Work” in Jacksonville by the *Jacksonville Business Journal* in 2006
- 8/99-8/02      ON-LINE VENTURES**  
**Executive Assistant to CEO/President (venture capital investor in on-line technology companies)**
- Provided key operational support for activities with geographically dispersed portfolio companies for venture capital (angel) investor in on-line technology companies
- 1/85-5/87      PACE CENTER FOR GIRLS**
- Co-founded program after working at Jacksonville Marine Institute, program initiated with support from juvenile court judges

## **EDUCATION & PROFESSIONAL AFFILIATION**

**University of North Florida, Jacksonville, FL**  
**Masters Candidate, Health Science, Aging Specialty**

**Jacksonville University, Jacksonville, FL**  
**Bachelor of Science, Sociology, 1982**  
 Minor: Psychology

## **COMMUNITY INVOLVEMENT**

Committee Member, PSL; Board Member of River Oak Center (Recovery High School); Active Volunteer: NEFCADA, Northeast Florida Council on Alcohol and Drug Addiction, Board Member, Chair of Marketing Committee / Chamber of Commerce Member of Health Council, Membership Committee/ Co-Founder of PACE Center for Girls, Past Board Member/Volunteer for Habitat for Humanity

### ***Notable Achievements:***

- Co-founder, PACE Center for Girls, 1985, program replicated throughout the State of Florida.
- PACE Board Member 1989-93
- Nominated, Women of Influence, *Jacksonville Business Journal* 2006 and 2007
- Volunteer, Beaches Fine Arts Series
- Volunteer, Making Strides against Breast Cancer
- Dick Tibbetts Award for Outstanding Service to NEFCADA 2018
- Drug Free Duval – Outstanding Contribution to Substance Abuse Prevention December, 2017