

Application Form

Profile

Terissa

First Name

Aronson

Last Name

998 SE Abbot Avenue

Home Address

Port St. Lucie

City

FL

State

34953

Postal Code

president@stluciechamber.org

Email Address

What district do you live in? <http://www.cityofpsl.com/districts> *

District 3

Home: (772) 240-4022

Primary Phone

Home: (772) 595-9999

Alternate Phone

Retired?

Yes No

St. Lucie County Chamber of Commerce

Employer

CEO

Job Title

President

Occupation

Which Boards would you like to apply for?

Districing Commission: For Review

Were you nominated or recommended to apply by the Mayor or a Councilmember?

Yes No

Please Agree with the Following Statement

I have read and guarantee that I meet all the requirements for board service.

I Agree

Interests & Experiences

Why are you interested in serving on a board or committee?

I always want to serve my community in any way that makes sense for me. I have in active role interfacing with local government and consider myself to be engaged and educated on local matter.

Terissa Aronson

Why do you think you are qualified to serve on this board or committee?

I currently serve on the Development Review Task Force, work closely with many of the departments at the city and have a real interest in local governance.

Brief description of Education & Experience

I have a bachelor's degree in Organizational Management and have worked at the Chamber for 14 years.

[Terissa_C_Aronson.pdf](#)

Upload a Resume

Demographics

Ethnicity

Asian or Pacific islander

Gender

Female

09/11/1969

Date of Birth

Do you now serve on any City Board, Committee or other Governmental Board or Committee? (NOTE: You cannot serve on more than one Board or Committee within the City of Port St. Lucie during the same time period.)

Yes No

If Yes, please list:

SLC Internal Audit, Tourism Development Council, Land Acquisition Council

Are you a registered voter?

Yes No

How long have you been a City resident?

17 years

Have you attended the City University classes?

Yes No

Are you a United States Citizen?

Yes No

Are you presently employed by the City of Port St. Lucie?

Yes No

Are you a current or former law enforcement officer, other employee* or the spouse or child of one who is exempt from public records disclosure under FS 119.07?

Yes No

Have you ever been convicted of a crime, pled guilty or no contest to a criminal charge, or entered into an agreement setting forth the terms leading to the reduction or dismissal of the charges?

Yes No

Please Agree with the Following Statement

I agree that all of my answers are truthful and accurate to the best of my ability. I understand that if I have falsified any information my application will be withdrawn and I will not be considered for appointment.

I Agree

Terissa C. Aronson

998 SW Abbot Avenue ▯ Port Saint Lucie, Florida 34953
Phone: 772.240.4022 ▯ Email: President@StLucieChamber.org

MANAGEMENT PROFESSIONAL

EXECUTIVE PROFILE

I am a visionary leader and team player with an excellent track record of superior performance in productivity, staff management and promotional design. I am an outstanding communicator with advanced qualifications in:

- Budget Management
- Strategic Marketing
- Business Planning & Development
- Public Relations
- Staff Motivation
- Expert Skills in Microsoft Programs
- Event Management
- Promotions & Merchandising
- Copy Writing and Editing
- Deal Negotiation
- Competitive Product Positioning
- Advertising Follow-Through

PROFESSIONAL ACHIEVEMENTS

- Successfully managed a \$750,000 departmental expense budget while growing sales by 3%.
- Established, managed and hosted the annual Treasure Coast NIE Adult Spelling Bee.
- Successfully marketed and branded a 3 million dollar company to a 7 million dollar company.
- Managed PR and obtained placement in Oprah, W, In-Style, Maxim and GQ magazines.
- Managed all aspects of Trades Show participation with minimal budget and maximum exposure.
- Built an end-consumer e-commerce site for BtoB company and achieved \$250,000 yearly sales.

“...I have come to know and appreciate your ability to work well with all levels of staff and management as well as recognize your dedication and positive attitude that you bring to the office.”
Nicole Byrd, Executive Administrator of Finance, BABOR Cosmetics America Corp.

PROFESSIONAL EXPERIENCE

St. Lucie County Chamber of Commerce – St. Lucie County, FL 2007 to present
President/CEO

Manage a budget of nearly one million dollars of line items of expenses, money markets, savings and income. Serve as local talk show host for five different programs. Seek, employ and motivate a county-wide sales team including staff and contractual employees and partners. Manage the events teams, committees and volunteers bringing each in on or exceeding yearly budget. Reconcile finance reports including aging and accrual reports for fiscal year. Outsource operational needs on a case by case basis with optimal financial return. Develop, design and initiate all point-of-sales, advertising, promotional and marketing materials. Serve the community on several boards and committees. Advocate for businesses both locally and at the state level.

PROFESSIONAL EXPERIENCE – cont'd

Scripps Treasure Coast Newspapers – Stuart, FL
Treasure Coast Sales & Marketing Manager

2004 to 2007

Manage the budget, net paid sales and staffing for the NIE department, Solicitation Sales Department and Circulation Marketing. Develop and implement fundraising partnerships and seek sponsors. Develop marketing plans and budgets, brand management, and promotion. Manage over 3 dozen contracted workers at 4 corporate sites and 2 dozen point-of-sale venues. Manage all media trades on behalf of Circulation Sales and obtain sponsorship, celebrity participation and exposure for several annual events. Develop and produce all point-of-sale merchandising, brochures, marketing materials for 4 newspaper publications and several smaller products. Seek and employ contractual sales partners and solicitation entities. Find and develop corporate partners in an effort to gain exposure for 4 local newspaper publications.

Scripps Treasure Coast Newspapers – Stuart, FL
NIE Coordinator/NIE Manager

2004 to 2005

Manage weekly features to be published in 4 local newspapers. Manage and oversee production of Scripps National Spelling Bee local competitions, the Newspapers In Education Adult Spelling Bee and the Newspapers In Education Golf Tournament. Develop strong ties and relationships within the community. Utilize Excel, PowerPoint, Ad Creator and Harris Publishing to keep copious records and present NIE materials to the community and Scripps Treasure Coast Newspapers corporate entities.

BABOR Cosmetics America Corp. – Palm Beach, FL
Marketing Director, PR and Advertising Liaison

2001 to 2004

Develop and implement marketing plans and budgets, brand management, advertising and promotion. Direct all efforts pertaining to shows, conventions, exhibits and seminars. Work with local and national media to further develop the brand name. Act as motivational supervisor to sales staff of more than 15 employees. Manage and implement all marketing strategies and corporate objectives. Establish and develop professional relationships throughout the industry including those with both trade and consumer magazine personnel.

Professional Planners Marketing Group – West Palm Beach, FL
Executive Sales Liaison

Serve as liaison between top producers of over 2,000,000 million in business and all company departments. Develop and implement marketing plans and budgets, brand management, advertising and promotion. Implement all marketing strategies and corporate objectives. Establish and develop professional relationships with all department heads and top producers. Bolster new business development through strategic alliances and identify prospects.

Earlier Experience as Concert Promoter, Entertainment Manager and Social Security Representative.

EDUCATIONAL/PROFESSIONAL DEVELOPMENT

Ashford University, Organizational Management
Alpha Sigma Lambda with a Bachelor's degree in Organizational Management

The Ohio State University, School of Journalism
Pursued a Bachelor of Arts and Sciences

EDUCATIONAL/PROFESSIONAL AFFILIATIONS

Currently Serving or Affiliated With:

Board Member for Early Learning Coalition of St. Lucie County
Appointed Board Member Tourist Development Council of St. Lucie County
Board Member Economic Development Council of St. Lucie County
Appointed Board Member St. Lucie County Clerk of Courts Budget Advisory Committee
Budget Advisory Committee for City of Port Saint Lucie
Board Member Roundtable of St. Lucie County
Facilitator Leadership St. Lucie
Facilitator Young Floridian Scholarship Program

Previously Served:

St. Lucie County Business & Education Committee Chairperson
Member of SPMS
SLC Education Foundation Committee
Big Brothers/Big Sisters Fundraiser Committee
Member of SCMA
Member of FNIEC
Corporate Ambassadors
Palm Beach Chamber of Commerce
Mu Alpha Theta
Alpha Sigma Lambda

REFERENCES

Linda Cox, Asst. City Mgr.	City of Fort Pierce 772.340.1333
Brad Currie, Owner	Engineering Design & Construction 772.812.8264
Toby Overdorf, State Representative	Florida House of Representatives 772.260.9689

ADDITIONAL

I am very involved in the Saint Lucie County Community and work everyday to help businesses succeed providing a brighter tomorrow for our residents. I have worked extensively with many businesses locally including but not limited to The St. Lucie County School Board, Torrey Pines Institute for Molecular Studies, The Economic Development Council, Florida Power & Light, Scripps Media, The Saint Lucie County Health Department, The St. Lucie Mets, Fort Pierce Utilities, Greg & Carol Wyatt owner of WPSL and LaGigante Radio Stations, Core Communities, City of PSL Public Works, Parks and Recreation, Planning and Zoning and many more.