TRICIA STARKEY FELIU

COMMUNICATIONS | BRAND | COMMUNITY ENGAGEMENT

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PROFESSIONAL SUMMARY

Strategic communications, brand, and community-engagement leader with 15+ years of experience connecting organizations with employees, members, businesses, government leaders, schools, nonprofits, media, and the public. President & CEO of a regional chamber of commerce with proven success shaping brand voice, developing high-impact content and campaigns, leading teams, serving as an organizational spokesperson, and translating complex priorities into clear, engaging communications. Creative, relationship-driven leader recognized for generating fresh ideas, strengthening trust, and building positive visibility for mission-focused organizations.

CORE EXPERTISE

Strategic Communications • Internal & Team Member Communications • Marketing Communications • Brand Voice & Creative Direction • Public Information • Executive Communications • Content Strategy & Development • Community & Stakeholder Engagement • Media Relations • Social Media & Digital Marketing • Editorial Planning • Public Speaking • Event Communications • Government & Community Relations • Cross-Functional Leadership • Reputation Management • Campaign Analytics • Project & Budget Management

SELECTED COMMUNICATIONS IMPACT

- Built and led an integrated communications program across web, email, social media, print, public relations, and live events, producing a campaign with 101,700+ views.
- Increased social audience 48.6% to 1,100+ followers, doubled content interactions to 9,500+, doubled website visits to 14,200+, and increased link clicks more than 1,500% to 938.
- Helped grow active chamber membership from approximately 90 to 215+ organizations and improved retention from 60.5% to 86.4% through clearer messaging, consistent outreach, and redesigned engagement practices.
- Write and produce weekly communications for 1,800+ business, government, education, nonprofit, and community stakeholders while maintaining a consistent organizational voice.

PROFESSIONAL EXPERIENCE

PRESIDENT & CHIEF EXECUTIVE OFFICER | January 2024 – Present

Greater Sanford Regional Chamber of Commerce | Sanford, FL

- Direct organizational communications, brand strategy, community engagement, marketing, public affairs, programs, staff, budget, and daily operations for a regional business and community organization.
- Serve as chief spokesperson and trusted representative with employees, Board members, media, elected officials, municipal and county agencies, education partners, nonprofits, employers, and community leaders.
- Create executive messages, press releases, talking points, newsletters, presentations, social content, website copy, promotional materials, sponsorship collateral, and event campaigns tailored to distinct audiences.
- Establish editorial priorities and campaign calendars; use audience data and community feedback to refine content, resulting in 100% growth in interactions and a 23.9% increase in non-follower reach.
- Lead staff, contractors, volunteers, Board members, and community partners in delivering recurring programs and nine signature annual events, aligning messaging, logistics, and stakeholder experience.
- Strengthen the organization’s reputation and regional visibility through partnerships with city and county leaders, schools, chambers, workforce organizations, nonprofits, and major employers across Central Florida.
- Advise the Board on strategy, organizational policy, financial performance, community initiatives, and emerging communications needs; manage a $160,000+ annual operating budget.

BUSINESS DEVELOPMENT MANAGER | August 2021 – August 2023
SERVPRO | Sanford, FL

- Represented the brand throughout Central Florida, building trusted relationships with business owners, executives, property professionals, associations, and community partners.
- Planned relationship-marketing initiatives, presentations, trade-show participation, and outreach campaigns that expanded visibility, supported retention, and generated qualified opportunities.
- Managed client communications and CRM data, coordinated with operational leaders, and translated service capabilities into clear, audience-focused messaging.

DIRECTOR OF MEMBERSHIP | October 2020 – August 2021
Greater Sanford Regional Chamber of Commerce | Sanford, FL

- Achieved 35% membership growth and 100% retention through proactive communication, responsive service, and relationship-centered engagement.
- Expanded organizational visibility through public relations, digital marketing, community outreach, and programs connecting businesses with local leaders and resources.

CUSTOMER CARE MANAGER | January 2020 – October 2020
Pulte Homes, Inc. | Orlando, FL

- Managed sensitive, high-stakes homeowner communications, resolved escalated concerns, and partnered across departments to improve responsiveness, trust, and customer experience.

TERRITORY ACCOUNT MANAGER | October 2018 – January 2020
Colony Hardware Corporation | Orlando, FL

- Developed client communications, presentations, training, and relationship programs supporting a regional account portfolio and consistent brand representation.

EARLIER CAREER

Territory Sales Manager, Certified Slings & Supply (2015–2018) • Territory Sales Manager, Sunniland Corporation (2011–2015) • Construction Coordinator, Habitat for Humanity of Seminole County (2010–2011) • Assistant Construction Manager, ERS Construction • Realtor, Florida (2004–Present)

EDUCATION, LEADERSHIP & TECHNOLOGY

- Bachelor of Applied Science, Business Management — Daytona State College | Associate of Science, Construction Management — Seminole State College | Active Florida Real Estate License
- Leadership Seminole, Class 35 Graduate (2026) | Sanford Citizens Academy Graduate (2025) | Speaker Chair, Rotary Club of Sanford | Community Volunteer, Action Church
- Microsoft Office Suite • Google Workspace • ChamberMaster CRM • Salesforce CRM • Meta Business Suite • Adobe Creative Suite • Email Marketing Platforms • Website CMS • Social Media Analytics