

# TONYA DANIELS

Chicago, IL | TonyaDaniels0@gmail.com | 815.289.0738 | linkedin.com/in/tonyav

## CMO | VP MARKETING COMMUNICATIONS

**Brand Strategy | Digital Marketing | Public Relations**

*Devising marketing communications strategies that propel the mission of global organizations*

Award-winning marketing executive known for bringing brands to life through innovative campaigns and strategically aligned partnerships. Shifting perception and reputation of company brands through engaging global and regional media outlets to deliver mission-aligned narratives. Expertise spans managing complex and marketing initiatives surrounding social and environmental sustainability issues.

**Media Relations & Communications | Crisis Management & Communications | Change Management Execution  
Multi-Tiered Marketing Campaigns | Strategic Communications Plan Development | Government Relations | Media Buying**

### INDUSTRY AWARDS & ACCOLADES FROM PR NEWS CORPORATE RESPONSIBILITY

Winner, Cause Branding Campaign: Don't Become/Cause a Chalk Line

#### **Honorable Mentions:**

Social Good: MB Suncare Free Dispenser Program | Environmental Stewardship, Watch Out for the Little Ones

Green PR: Keep MB Clean | Social Good: Don't Become/Cause a Chalk Line

Social Media Campaign: Don't Become/Cause a Chalk Line

### CAREER PROGRESSION

#### **Director, Marketing and Communications** | City of Miami Beach; Miami Beach, FL (2016 – Present)

Brought on board to stabilize failing department with disjointed communications; restructured entire team and established first ever in-house marketing and communications agency to create cohesive message across 27 city departments. Administer \$2.3M department budget and direct team of 14 in the conception and roll out of 20 multi-tiered marketing and communications plans annually. Oversee development of 130+ press releases annually to local and national media outlets. Led resolution of high-profile crises, including onset of Zika, multiple hurricanes, sewage break, and spontaneous collapse of 12-story building.

- ✓ **Earned 70% ballot approval from residents** to raise taxes to fund General Obligation Bond worth \$439M resulting from comprehensive marketing campaign using grassroots outreach, social media, email and dedicated website.
- ✓ **Launched campaign to spread awareness about Zika virus;** gained recognition and praise from residents and city officials for disseminating crucial information through diverse channels.
- ✓ **Created city-wide MB Rising Above movement** educating residents on importance of collective climate adaptation measures including pump stations, ordinances and building codes to prevent sporadic flooding.
  - Gained global media attention and increased visibility to melting ice caps and rising ocean levels produced by global warming.
  - Boosted web traffic 400% and won 3 Davy Awards for *MB Rising Above* App.
- ✓ **Spearheaded inception of Neighborhood Affairs Division** in 2019; revolutionized community outreach throughout the city and standardized department responses to resident inquires.
  - Inspired elected officials to explore expansion of program into additional areas of focus.
- ✓ **Created national campaign to encourage the use of facemasks in the wake of COVID,** enabling residents and visitors to feel safe despite governor's refusal to mandate masks; tourism increased drastically during pandemic.
  - Campaign featured through interview with WLRN, ranked #1 NPR station in the state.

#### **Marketing, Tourism and Development Manager** | City of Miami Beach; Miami Beach, FL (2014 – 2016)

Stepped into newly created role, molding first marketing department's function and processes from scratch. Collaborated with city departments to craft consistent messaging across all areas. Centralized marketing and media buying process. Devised and negotiated marketing plans for all city departments averaging \$750K in annual media buys. Presided over sponsorship program.

- ✓ **Decreased beach litter 25%** by leveraging paid social media ads to promote anti-litter campaign, the city's 1<sup>st</sup> such campaign, still active today. Strategically targeted Miami Beach's 9 million annual visitors and gained traction in local media.
- ✓ **Orchestrated the promotion and execution of centennial celebration** comprised of ongoing festivities for 100 consecutive hours; yielded record turnout to all events, maximizing \$250K budget.
- ✓ **Launched city's first strategic licensing program** with roll out of Miami Beach Suncare line. Drew in international customers and elevated perception of Miami Beach as a desirable brand and lifestyle.
- ✓ **Conceptualized and executed city's 1<sup>st</sup> digital advertising initiatives**, including targeted ads on social media using geo-fencing and geo-targeting.

#### **Development Coordinator** | City of Miami Beach; Miami Beach, FL (2013 – 2014)

Managed all aspects of annual sponsorships and advertising for 27 departments, 8 events and several properties; handled sales coordination, accounting and fulfillment. Consistently met and exceeded all annual budget goals.

- ✓ **Grew annual sponsorship revenue from \$350K to \$1M+** in record time.
- ✓ **Closed 10-year \$3.25M sponsorship agreement with Coca-Cola** (1st official beverage partner of the city). Partnered on strategic vision with focus on environmental impact and sustainability.
  - Negotiated creation of limited-edition Miami Beach Coke bottle – something Coke had not done in 10 years.
- ✓ **Generated \$175K for 6-month movie series** and tripled attendance after securing Citibank as sponsor for outdoor movie series on one of the largest outdoor movie screens in Florida.

#### **Corporate Partnership & Development Manager** | Rockford Park District; Rockford, IL (2007 – 2012)

Hired to capitalize on sponsorship portfolio with emphasis on maximizing revenue opportunities for 2<sup>nd</sup> largest park district in Illinois. Forged and nurtured brand partnerships utilizing multi-channel marketing concepts. Designed 120+ custom marketing plans annually and monitored event budgets to ensure profits over expenses. Trained 185 managers on event sales policies and procedures. Administered \$750K department budget.

- ✓ **Grew partnership sales 4X in 2 years**; surpassed all financial objects by 26%+, producing \$2.7M with the influx of 79 new corporate partners.
- ✓ **Started annual gala to thank and retain 120+ sponsors**; grew into 2nd largest event hosted by Rockford Park District.
- ✓ **Onboarded largest sponsor to date** (BMO/Harris Bank); still affiliated with Rockford Park District today.
- ✓ **Featured in IEG trade publication** highlighting success and transformation of sponsorship program.

### EDUCATION & CERTIFICATIONS

**Master of Business Administration (MBA)** | Rockford University (2012)  
**Bachelor of Science, Business Marketing** | Northern Illinois University (2001)  
**Certified Licensing Executive**, L.I.M.A Certified

### MEMBERSHIPS & PROFESSIONAL AFFILIATIONS

Licensing Industry Manufacturers Association (*Member*)  
 American Marketing Association (*Member*)  
 Florida Municipal Communicators (*Annual Conference Committee Member 2019 & 2020*)

### SPEAKING ENGAGEMENTS

National League of Cities | Annual Conference Speaker: Crisis Communications (2020)  
 PRNews Crisis Communications | Conference Speaker (2020)

# MIAMI BEACH

**City of Miami Beach**, 1700 Convention Center Drive, Miami Beach, Florida 33139, [www.miamibeachfl.gov](http://www.miamibeachfl.gov)

Jimmy L. Morales, City Manager  
Tel: 305-673-7010 , Fax: 305-673-7782

December 3, 2020

To Whom It May Concern:

It is with great pleasure to provide this personal letter of reference on behalf of Tonya Daniels.

Tonya joined the City of Miami Beach in January 2013, just three months before I became the City Manager. Originally hired as our development coordinator, I quickly spotted how talented she was and within three years she was promoted to serve as our Director of Marketing and Communications.

Within months, Tonya was able to course correct the deficiencies of how the department was originally structured and through her own vision, successfully created the team that now serves as the first in-house, full-service marketing and communications agency for the city.

As the Director of Marketing and Communications, Tonya is responsible for all marketing, communications, public relations, graphic design, photography, media production (MBTV), social media, community outreach, sponsorships and advertising related to the City of Miami Beach. She also oversees the city's branding, licensing, and merchandising initiatives.

I have been highly impressed with both Tonya's professionalism and work ethic. Under her leadership, the marketing, branding and communications for the city have been realigned and now consistently promote the international brand that is Miami Beach. Tonya and her team work closely with over 27 citywide departments to develop comprehensive, highly targeted marketing and communications plans that effectively convey the overall brand of the City of Miami Beach, while simultaneously working to keep residents adequately informed on timely city matters and targeting tourists to enjoy the "Fun and Sun Capital of the World."

Under her leadership, Tonya's team successfully implements over 20 multi-tiered marketing and communications campaigns each year and responds to a multitude of local, national and international press daily. Tonya consistently meets every challenge she has been given with a positive can-do attitude and has consistently exceeded my expectations in all areas of her responsibilities.

In addition to the daily marketing and communications, Tonya has led her team through a variety of high-profile crises, including the onset of Zika in Miami Beach, several hurricanes, an unexpected collapse of a 12-story building, Super Bowl LIV, and most recently — the COVID-19 pandemic. Through these efforts, she has built a solid crisis communications plan that integrates all communications channels and stakeholders, both internal and external.

Tonya has been an essential part of my team for several years and I have the utmost confidence that she will be a stellar asset to any organization she represents.

Sincerely,



Jimmy L. Morales  
City Manager

# MIAMI BEACH

City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, [www.miamibeachfl.gov](http://www.miamibeachfl.gov)

Amy Knowles, Chief Resilience Officer  
Tel: 305-673-7010

May 6, 2021

Re: Tonya Daniels

Dear Hiring Manager,

As the Chief Resilience Officer of Miami Beach, I have worked closely with Tonya Daniels in her role as Marketing and Communications Director. Tonya is a true leader in our progressive and fast-paced city. She has taken on a high volume of complex issues while I have worked with her, such as resilience and sustainability, COVID-19, emergencies, and polished campaigns.

Tonya is a strong strategist. Overall, she has vast experience in communicating about sustainability and resiliency efforts, including the Plastic Free MB program and Net Zero emissions by 2050. She is seasoned with interacting with regional teams & agency partners, and worked with me on communications for *Resilient305*, a partnership resilience strategy with Miami-Dade County and the City of Miami funded by the Rockefeller Foundation.

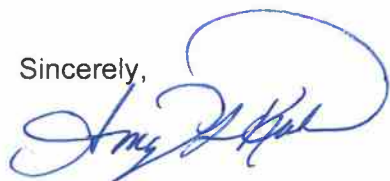
A few years ago, I asked Tonya to be a member of the Resilience Communications Committee, a special "Program for Public Information" designed to help improve flood awareness in our community. As Chair of the Committee, she made sure that I had her full team's support from graphics to messaging and getting the word out to the community. This was a significant part of helping to achieve a \$8.6 million flood insurance savings for our city.

Miami Beach is a very dynamic city and Tonya has aptly dealt with crisis communications dealing with difficult public health issues like Zika. She also oversaw the "Race to Trace" Campaign to promote the Hospitality and Tourism industry contract tracing through a COVID-19 grant from the Rockefeller Foundation.

Tonya has fully demonstrated her to commitment to our team and I am sure she will be an asset to yours. I will personally and professionally miss her.

If you have any further questions, please do not hesitate to contact me.

Sincerely,



Amy Knowles  
Chief Resilience Officer