

Application Form

Profile

Prefix Billye First Name Mallory Last Name

billyemallory@gmail.com Email Address

924 SE 14th Street Home Address Suite or Apt

Ocala City FL State 34471 Postal Code

Business Name and Address

924 SE 14th Street Community Relations Manager, AdventHealth Ocala Occupation

Home: (352) 895-9912 Primary Phone Alternate Phone

Are you a resident of Marion County?

Yes No

If you are a resident, state length of time in years:

33

Do you own property within the City Limits?

Yes No

Do you reside within the City Limits?

Yes No

Do you own a business within the City Limits?

Yes No

Do you hold a public office?

Yes No

Are you a registered City voter?

☒ Yes ☐ No

Are you employed by the City?

☐ Yes ☒ No

At the present time, do you serve on a City Board, Commission, Authority, or Committee?

☐ Yes ☒ No

Please Note: A board/commission member shall not serve on more than one City board/commission at a time, unless that board/commission is an interim Ad Hoc Committee.

Which Boards would you like to apply for?

Downtown Redevelopment Advisory Committee: Submitted

Please note this application is effective for one year from date of submission.

Until such time as you are selected for the board/commission of your choice, can we submit your application when vacancies occur without contacting you each time?

☒ Yes ☐ No

Interests & Experiences

Please tell us about yourself and why you want to serve.

Why do you think you are qualified to serve on this board/commission?

I have lived in Ocala most of my life and am deeply invested in the success and vibrancy of our downtown. Through my roles in nonprofit leadership and community relations—including serving as President of Fine Arts for Ocala and Community Relations Manager at AdventHealth Ocala—I’ve worked closely with local organizations, business owners, city leadership, and residents to help shape events, public art initiatives, and long-term partnerships that benefit the downtown area. I bring a collaborative mindset, strong project management skills, and a deep understanding of how public spaces and thoughtful redevelopment can contribute to economic vitality and quality of life. I believe my experience, combined with my commitment to Ocala’s continued growth, makes me well-qualified to serve on this committee.

Brief Resume of Education and Experience:

Bachelor of Science in Telecommunications with a concentration in Business Administration from the University of Florida. Magna Cum Laude, Phi Theta Kappa. Over a decade of experience in communications, marketing, and community engagement across healthcare, education, and the arts. Currently serve as Community Relations Manager at AdventHealth Ocala and previously led marketing and public relations efforts at the College of Central Florida. Former Director of Sales & Marketing for Maven Photo & Film. Deeply involved in local arts and redevelopment efforts through volunteer boards such as Fine Arts for Ocala and Main Street Ocala.

[Mallory_Resume.pdf](#)

Upload a Resume

By submitting this application, you hereby confirm that you have read and understand the application, that all information furnished by yourself is true and accurate and that, to the best of your knowledge, you meet the criteria for serving on the board(s)/commission(s) for which you are applying.

If you have any questions, please call the Office of the City Clerk at (352) 629-8266.

BILLYE MALLORY

COMMUNICATIONS

PROJECT MANAGEMENT | CLIENT RELATIONS | LEADERSHIP | MARKETING



352-895-9912



BILLYEMALLORY@GMAIL.COM



@BILLYEMALLORY

PROFILE SUMMARY

I am a communications and marketing professional with almost a decade of public relations and community engagement experience. I excel at representing an entity or organization to ensure all ideas are expressed, expectations are exceeded and goals are achieved.

SPECIALIZATIONS

Exceptional communication skills, both written and verbal; Excellent eye for effective design; Strategic planning skills with history of executing complex, large-scale events involving hundreds of stakeholders; Strong capacity for team building and management of individuals with diverse capabilities; Adept at fostering meaningful relationships; Decisive leadership skills that promote an operational environment and encourage open communication and constructive feedback within collaborative teams.

VOLUNTEER WORK

PRESIDENT, 2022-2024

ARTS FESTIVAL CHAIR, 2021-2022

MARKETING COMMITTEE CHAIR, 2019-2022

Fine Arts for Ocala, 2019-2025

- Represent FAFO at all organizational meetings with Growth Management, Cultural Arts, and City Council
- Oversee financial and executive committees, 24 board members, and two of the largest annual community events

MARKETING COMMITTEE MEMBER

Main Street Ocala, 2022-present

- Represent the organization in public matters and assist with graphic design and marketing-specific tasks

MEMBER, OCALA CHAPTER

Florida Public Relations Association, 2023-Present

REFERENCES

PETE LEE

City Manager, City of Ocala

352-629-8494, PLee@ocalafl.org

JAYE BAILLIE

Executive Director, Marion Cultural Alliance

352-369-1500, Jaye.Baillie@mcaocala.com

TYRUS CLUTTER

CF Associate Professor, Visual and Performing Arts

978-766-6586, Tyrus@TyrusClutter.com

WORK EXPERIENCE

COMMUNITY RELATIONS MANAGER

AdventHealth Ocala, 2024-present

- Ensuring awareness within the community of initiatives, programs and services
- Fostering and maintaining relationships with community leaders and organizations for alignment with business and funding goals

MANAGER OF MARKETING AND PUBLIC RELATIONS

College of Central Florida, Nov. 2023-present

- Assist the director and team in the development and implementation of marketing, public relations and communications programs for the college
- Plan and coordinate special events, contribute to the writing of publications and news releases and manage multiple social media platforms
- Represent the college and president in the community

MARKETING COORDINATOR; ENGAGEMENT SPECIALIST

Renstar Medical Research, Nov. 2021-Oct. 2023

- Develop, plan, implement and manage all methods to generate potential candidates, including but not limited to internet advertising, direct mail, networking and print marketing materials
- Initiate and foster relationships with dozens of physicians across central Florida to facilitate direct leads for patients

DIRECTOR OF SALES & MARKETING

MAVEN Photo + Film, Nov. 2019-Dec. 2021

- Maintain relationships with important clients by making regular visits, understanding needs and anticipating new opportunities
- Research and develop marketing opportunities and plans, understanding consumer interests and implementing improvements to achieve the company's marketing and financial goals

SALES ASSOCIATE

AR Homes, May 2020-June 2021

- Project management including permit applications, working with city growth department, account management, hiring and scheduling vendors
- Marketing management including event coordination, newsletters, social media
- Contract negotiation, working with agents and brokers on high-level sales

STUDIO MANAGER

Michelle Foster Photography, March 2015-April 2020

- Manage all studio functions and relationships with hundreds of clients
- Create and implement all advertising initiatives including social media, email newsletters and print materials
- Manage at least two employees at all times, assigning tasks, creating schedules and handling performance reviews

ACADEMIC BACKGROUND

UNIVERSITY OF FLORIDA

**Bachelor of Science, Telecommunications;
concentration in Business Administration**

SEMINOLE STATE COLLEGE OF FLORIDA

Associate in Arts, English

Magna Cum Laude, Phi Theta Kappa