



# JEREMY FERMIN

## Marketing & Communication Specialist

✉ jeremy@tenacitydigital.net

📞 912.492.5891

Mayor Karl A. Riles  
City of Hinesville  
115 E M.L. King, Jr. Dr.  
Hinesville, GA 31313

RE: Communications Director, City of Hinesville

To Whom It May Concern:

I believe Hinesville is at a pivotal moment, and I am uniquely positioned to help tell its story with authenticity and strategic clarity. With my deep personal ties, professional experience, and passion for community-driven communication, I am confident I would be an asset in leading and advancing the City's communications efforts.

Professionally, I bring a proven track record of leading strategic communications, branding, and public engagement at the municipal level. As the Marketing & Communications Specialist for the City of Warner Robins, I have served as the central driver of the city's communications efforts, aligning closely with the responsibilities outlined in your job description. I have led a full-scale city rebranding initiative from research through implementation, ensuring brand integrity and consistency across all platforms. I also serve as the primary architect behind high-impact communication efforts, including the City's State of the City Address, which now draws over 600 attendees annually.

My experience directly aligns with your need for a leader who can elevate communications standards and oversee comprehensive content production. I have managed digital storytelling, visual design, video messaging, and web content strategies that resulted in measurable growth, including increasing social media engagement significantly and expanding the City's digital reach. I also routinely prepare speeches, talking points, and messaging for executive leadership, ensuring alignment with organizational goals.

In addition, I have extensive experience serving as a media liaison, responding to inquiries and proactively shaping public narratives. I have led communications during high-pressure situations, including emergency response scenarios such as Hurricane Helene, where clear, timely, and accurate messaging is critical. My role has required me to work alongside emergency management teams and serve as a trusted voice during times of uncertainty.

My leadership background extends to managing teams, coordinating cross-departmental efforts, and setting clear expectations for high-quality, consistent communications. Whether overseeing creative assets, directing campaigns, or organizing major events and press initiatives, I bring both vision and execution.

Before transitioning into municipal communications, I served as Director of Bands at Bradwell Institute in Hinesville, where I was honored as the 2015 Teacher of the Year as well as the 2020 Teacher of the Year at Veterans High School in Warner Robins. Those experiences grounded me in this community and reinforced my passion for service and leadership.

This opportunity is more than a professional step for me. My roots run deep in Hinesville. I grew up here. My 5x great-grandfather, Charlton Hines, is the namesake of this city. And as part of the very first Y.A.L.L. (Young Adult Liberty Leaders) cohort, I remember being asked, "Would you ever come back to work in Hinesville?" No one raised their hand.

I intend to be the one who does—and to make a lasting impact when I return.

Thank you for your time and consideration. I would welcome the opportunity to contribute to the continued growth and success of the City of Hinesville.

Sincerely,



Jeremy Fermin



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Strategic communications leader with a proven ability to elevate brand identity, strengthen public engagement, and execute high-impact initiatives within municipal organizations. Expert in aligning messaging with leadership vision, driving consistent and compelling storytelling, and delivering measurable results across digital and traditional platforms.

### PROFESSIONAL EXPERIENCE

- 2023 - 2026**     **City of Warner Robins – Warner Robins, GA**  
**Marketing & Communications Specialist**
  - Led all aspects of city rebranding initiative from research to implementation.
  - Initiated and executed the first State of the City Address with 600+ attendees, annually.
  - Grew Facebook following from 11,000 to 26,000 in under 3 years
  - Chair, Warner Robins Semiquincentennial Committee
  
- 2022 - 2023**     **Stratford Academy – Macon, GA**  
**Digital Marketing Coordinator & Teacher**
  - Taught Public Speaking Class
  - Led Digital Marketing & Graphic Design efforts to promote school.
  
- 2021 - Present**   **Bonaire United Methodist Church – Bonaire, GA**  
**Minister of Choral Music & Media**
  - Manages & updates website and social media
  - Leads the adult Sanctuary Choir
  
- 2020 - 2022**     **Live Music Tutor – Online**  
**Business Development**
  - Led digital marketing efforts of \$40,000 capital raise campaign
  
- 2020 - Present**   **Tenacity Digital, LLC – Perry, GA**  
**Owner**
  - Full service web design and digital marketing consulting agency providing strategies and solutions to optimize digital presence.
  
- 2016 - 2020**     **Veterans High School – Kathleen, GA**  
**Director of Bands**
  - *2020 Teacher of the Year*
  - *Invited to perform in Atlanta for Governor & local representatives in 2018*
  
- 2013 - 2016**     **Bradwell Institute – Hinesville, GA**  
**Director of Bands**
  - *2015 Teacher of the Year*
  
- 2011 - 2012**     **Perry High School – Perry, GA**  
**Choir Director and Assistant Director of Bands**

### RELEVANT EXPERIENCE & SERVICE

- **2026 Mercer University Communications Advisory Council**
- **2025 Georgia Government Communicators Conference**
  - *Presented clinic titled "Municipal Makeover: Branding Done Right"*
  - *Presented clinic "A Day in the Life of a Government Communicator"*
- **2025 National Association of Government Communicators**
  - *Blue Pencil and Gold Screen Award Publication - Magazine Finalist*
- **2025 Central GA Tech Marketing Advisory Council**

### EDUCATION

- 2015 - 2017**     **The Sam Houston State University, The American Band College, Ashland, OR**  
**Master of Arts in Band Conducting**
  
- 2007 - 2011**     **The University of Georgia, Athens, GA**  
**Batchelor of Music Education**
  - Drum Major, UGA Redcoat Band (2010)

### SKILLS

- Brand Management
- Digital Marketing
- Social Media Management
- Content Creation & Copywriting
- Graphic Design (Canva)
- Video production, editing and publishing
- Public Relations
- Event Planning & Management
- Market Research & Analysis
- Communication Skills
- Data Analysis

*Full CV available upon request.*



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### REFERENCES

#### **LaRhonda W. Patrick**

*Mayor*

City of Warner Robins

(478) 542-4182

[mayor@wrga.gov](mailto:mayor@wrga.gov)

#### **Allen Brown**

*Former Mayor*

City of Hinesville

(912) 312-1121

#### **James Drinkard**

*City Administrator*

City of Warner Robins

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#### **Tim Thomas**

*Former Councilman*

City of Warner Robins

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#### **Jason Dickerson**

*Pastor*

Bonaire Church

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#### **Jessi Marlow**

*Minister of Programs*

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