

Camille Hebting

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Strategic Partnerships | Marketing & Communications | Public & Media Relations | Advocacy

EXECUTIVE SUMMARY

Seasoned leader with over a decade of experience in marketing, communications, community engagement, and strategic partnerships, looking for the right opportunity to make an impact in management. Specialized in shaping compelling messaging, brand strategy, value proposition PR, and campaign development to elevate organizational visibility. Adept at orchestrating high-impact events and fostering attendee engagement to build lasting brand connections. Recognized for leading cross-functional teams, driving initiatives that align with organizational objectives, and executing marketing campaigns that resonate with target audiences. Proven track record in talent development and creating a collaborative environment to achieve exceptional results across marketing, public relations, and event strategy.

Relevant Experience Highlights:

- 7+ years of senior management experience, and relevant experience as key leadership team member for a non-profit organization
- Strong financial management skills (budgeting, decision-making, data analysis and reporting)
- Excellent record keeping, reporting, and contract compliance skills
- Outstanding presentation, oral communication and business writing skills
- Relevant experience hiring, onboarding, and supervising staff in a dynamic environment
- Extensive experience leading fundraising events and teams
- Meaningful experience building and leveraging strategic relationships and impressive book of business in Pinellas County and surrounding areas (corporate partners, foundation and individual investors, and strategic revenue partners)
- Bilingual English/Spanish

PROFICIENCIES & ACQUIRED SKILLS:

Team Management | Fundraising | Business Development | Community Engagement | Communications & Marketing Strategies | Partnerships | Community Impact & Advocacy | Strategic Partnerships & External Affairs | Organizational & Team Leadership | Revenue Planning & Reporting | Public & Media Relations | Event Orchestration & Attendee Engagement | Research | Speaking & Thought Leadership

PROFESSIONAL EXPERIENCE:

DEC 2024 - Present: Deputy Director | NAMI Pinellas County, Florida, Inc.

I lead day-to-day operations and assist the Executive Director in achieving the organization's mission and strategic goals. In this role, I oversee various programs and initiatives, ensure compliance with regulations, and foster a positive environment for both staff and members. My responsibilities also include leading our annual fundraiser NAMIWalks Pinellas County.

JUN 2023 - SEP 2024: Executive Vice President, External Affairs | Greater Clearwater Chamber of Commerce (dba AMPLIFY Clearwater)

I orchestrate the strategic narrative development to ensure alignment of our mission and values with external stakeholders. In this role, I lead a team in charge of our marketing & communications, reputation and public relations, social and digital media, with the overall goal to elevate our organization's visibility and reputation, and to increase revenue. Collaborating closely with senior leadership and cross-functional teams, I ensure our communication efforts are synchronized with strategic objectives. I also actively fundraise for our 501c6 organization and our 501c3 foundation. I manage and mentor a team of 5 in this role. I also lead our AchieveHERs (professional women's network) initiative and serve on several community advisory boards.

JUL 2020 - MAY 2023: Manager, Brand & Public Relations | West Coast Medical Resources

I developed and implemented comprehensive executive and external communication strategies. I spearheaded key media, industry and public relations initiatives to enhance brand visibility and reputation. Additionally, I led brand awareness campaigns that effectively communicated our mission and values to external audiences, including writing thought leadership pieces for the Tampa Bay Business Journal, fostering a positive and recognizable brand image. While in this role, I served on multiple volunteer community advisory boards.

DEC 2015 - JUL 2020: Sales & Marketing Manager | Clearwater Ferry Services

My team drove the development and execution of strategic and industry partnerships to enhance our service offerings and market presence. I led key media, industry and public relations initiatives to build and maintain a positive brand image by regularly meeting with local business journalists on TV channels and reporters in business publications like the Tampa Bay Business Journal. My role involved creating and implementing brand awareness campaigns that effectively communicated our values and services to diverse audiences. I contributed to revenue planning and provided executive reporting, ensuring alignment with organizational goals and strategies. I managed 3 direct reports in this role. While in this role, I chaired the Clearwater Young Professionals network and served on the Board of Directors of multiple non-profit organizations.

**JUN 2014 - APR 2016: Program Director | The Business and Enterprise Alternative
University (B.E.A.U.) Institute**

I developed and managed strategic partnerships to enhance our educational offerings, community engagement and participation. I delivered classes and speaking engagements, including to the local Chamber of Commerce group, ensuring clear and effective communication of our mission and vision to diverse audiences. Additionally, I oversaw external and public affairs, building strong relationships with stakeholders to promote our programs and initiatives.

EDUCATION:

Bachelor's Degree in International Business from the University of Bordeaux.
Associate's Degree in International Business from Rene Cassin College.

LANGUAGES:

Professional spoken and written proficiency in French and Spanish. Multicultural experience in France, Spain and Australia.