

Edward Caum

PROFESSIONAL SUMMARY: A seasoned, versatile, and committed leadership professional with strengths demonstrated in Tourism, Marketing, Public/Media Relations, and Project Management who has prospered in tourism, technical writing, public affairs, business, governmental operations, fundraising and management offers skills in desktop publishing, marketing, photography, policy development, and training; a professional who enlists the aid and support of others in accomplishing tasks and projects to greater than anticipated parameters.

NOTABLE ACCOMPLISHMENTS

- Wrote the script that won the Flagler Award for Advocacy 2018
- Grew the Pasco Tourist Development Tax (TDT) by more than 10% each year as Tourism Manager
- Wrote and secured two sperate Red Tide Recovery Grants for Collier County (\$99,500 total award)
- Wrote and secured a \$250,000 Gulf Seafood and Tourism Grant. (Pasco County)
- Sports and Special Event Grants contract management from inception to conclusion are handled by my position. This entails: drafting any pertinent contract language; reviewing and revising, as required by CAO; drafting memoranda for both BCC and TDC, entering items into agenda software, and following-up with requested changes, as needed. Implementation of contract requirements, reporting, monitoring of fiscal payments and necessary follow-up.
- Received three consecutive Exceeds Expectations Evaluations in Pasco County, one in Collier County
- Developed print, electronic, broadcast, photography Pasco and Collier Counties
- Served as the Interim Public Communications Officer for 18 months. (Pasco County)
- Successfully developed/maintained governmental and civic relationships. (Collier and Pasco Counties)

FOUR DIMENSIONS OF LEADERSHIP

- Shared, Motivating Group Purpose
- Action, Progress and Results
- Collective Unity or Team Spirit
- Individual Selection and Motivation

LEADERSHIP CHARACTERISTICS

- Intelligence and Action-Oriented Judgment: make choices that move the group forward
- Eager to Accept Responsibility
- Task Competence: skilled and capable
- Understanding team members and their needs: pay attention to team members and help them succeed
- Excellent interpersonal skills
- Need for Achievement: succeed by helping the team achieve its goals
- Motivate People: inspire others and motivate them to do their best
- Courage and Resolution: brave and committed to team goals
- Perseverance
- Decisiveness: make confident decisions
- Self-Confidence
- Adaptable and Flexible

PROFESSIONAL EXPERIENCE:

Collier County Deputy Director, Tourism and Sports Marketing, Naples, Florida April 2017 – Present

- Assists in the direction, development, and coordination of sports and other tourism promotion programs, activities, policies and procedures for the Collier County Tourism Division.
- Oversight and management of the sports tourism functions and related sports marketing staff, assists in the administration, direction, planning and organization of the sales, Public Relations and other promotional programs and activities of the Tourism Division, including the development, implementation and maintenance of strategic, fiscal and marketing plans; and monitoring the departmental budget operating as the Naples, Marco Island, Everglades Convention and Visitors Bureau.

- Supervises, directs, and evaluates assigned staff, processing employee concerns and problems, directing work, counseling, disciplining, and completing employee performance appraisals; interviews and hires staff; coaches staff on County policies and procedures.
- Assists in managing a multi-million-dollar destination marketing plan, overseeing sales efforts, both domestically and internationally, in the areas of sports events, group meetings and leisure travel efforts.
- Works independently to oversee the marketing plan and proper work load distribution to assigned staff, or across the division in the absence of the division director.
- Assists in developing long-term strategic alliances with diverse corporations and industries within the local community as well as globally. Prepares and presents contract proposals for new events and attracting new or expanded air service. Oversee development of creative work, including brochures, print ads, electronic ads and web development.
- Works cooperatively with local and regional tourism industry partners such as airports, chambers of commerce, sports organizations; and assume responsibility for the Tourist Development Council (TDC) and the CVB staff in the Director's absence.

Pasco County Office of Tourism Development, New Port Richey, Florida Oct. 2010 – Jan. 2017
Tourism Manager/Public Communications Specialist

- Past webmaster for www.visitpasco.net.
- Developed print, electronic, broadcast, photography for pascocountyfl.net and visitpasco.net.
- Established and maintained two social media sites for tourism and the County.
- Drafted County Social Media Policy.
- Selected as Employee of the Month in June 2011 for my work on the Media Tour Event.
- Redesigned the Pasco County Annual Performance Report.
- Successfully developed/maintained relationships to promote Pasco County.

US Census Bureau, Clearwater, Florida Jan. 2010 – Aug. 2010
Crew Leader

- Trained and supervised staff to ensure adherence to quality standards, deadlines, and proper procedures.
- Reviewed records and submitted required reports.
- Used by the local bureau as a trouble shooter.

James A. Haley Veterans Hospital, Tampa, Florida Aug. 2009 – Jan. 2010
Public Affairs Specialist

- Established and maintained effective working relationships with clients, government officials, and media representatives and used these relationships to develop new business opportunities.

Green Lion Corporation, Salem, Indiana Jan. 2002 – July 2009
Owner

- As an entrepreneur I operated a commercial property leasing company and professional photography studio. Managed all studio and on location photography services.
- Attended and photographed hundreds of weddings and events.
- Developed contracts and leased space to other business in our building.

Salem Community Schools, Salem, Indiana June 2002 – May 2009
Facilities Manager

- Hire, train and prepare employee work schedules and activities.
- Coordinate activities with other departments to ensure that services are provided in an efficient and timely manner.
- Inspect work performed to ensure that it meets specifications and established standards.
- Established work order system for prompt service and tracking of projects.

United Way of Jennings and Scott Counties, Scottsburg, Indiana Feb. 1997 – May 2002

Executive Director, United Way

- Executive Director for two United Way's raising \$1,000,000 annually.
- Developed and produced marketing/fundraising materials in-house using my desktop publishing and communication skills to grow the two campaigns annually by 10%.
- Planned and executed fundraising events and volunteer training in both counties.
- Set up and established the Jennings County Community Foundation while serving in these positions.

Science Application International (SAIC), Columbus, Indiana

Jan. 1996 – Jan. 1997

Technical Writer

- Organized material as a sub-contractor for Cummins Engine and completed writing assignment according to set standards regarding order, clarity, conciseness, style, and terminology.

U.S. Army (Retired)

Jan. 1980 – May 1995

Senior Public Affairs Supervisor/Instructor Rank: E7 MOS: 46ZJ8H

- Past editor of military newspapers and magazines around the world and highly proficient in photojournalism, print journalism, and public affairs.
- Lectured and taught for the Department of Defense.

PROFESSIONAL POSITIONS

- Past Chairperson Visit Florida's Cultural, Heritage, Rural and Nature Committee
- Committee member of Visit Florida's Marketing Steering Council
- Leadership Pasco Board of Directors 2014 to 2017

EDUCATION

Excelsior College – Albany, NY

BS in Communications/Business 2008

Indiana Center for Non-Profit Excellence, Executive Series, Graduate 2007