

To the Search Committee,

I am writing to express my strong interest in the inaugural Vice President for Marketing and Communications position at Florida State University. FSU is a national powerhouse and I would welcome the opportunity to help continue to elevate and shape its story.

What stands out most in the leadership profile is Florida State's ambition to build a more cohesive, integrated, and future-focused marketing and communications enterprise. This is exactly what I've spent my career doing.

I have built and guided integrated communications functions in complex, decentralized environments, bringing together teams, strategies, and narratives to support institutional priorities and advance measurable results. My leadership style is simple – build trust, be transparent, use data, show results and others will join. I've worked hard to build collaborative relationships in every role I've ever had.

In my current senior leadership role, I have worked closely with leaders across UNF to position institutional priorities for internal and external audiences, strengthen our reputation, grow enrollment and lead marketing and branding across the enterprise. An example of collaboration: when I arrived, I started an optional call for communications and marketing professionals across the institution. What started as a small group has now grown to more than 95 professionals who join our bi-weekly communicators call, sharing ideas, best practices and ways to support our reputation and growth.

Florida State's trajectory—its rising distinction, expanding research and health initiatives, strong enrollment demand, and growing public profile—makes this an especially exciting time to join the University. I would welcome the opportunity to help articulate that momentum in ways that deepen engagement, strengthen alignment, and elevate the University's reputation locally, nationally, and globally.

Thank you for your consideration. I would love to discuss how my experience and leadership approach align with Florida State University's vision for this role. I appreciate the opportunity to be considered for the position.

Warmly,

Andrea Jones