

## **The City of Pembroke Pines Division of Communications**

- **Division Director (Full Time)**
- **Communications Specialist (Full-Time)**
- **Social Media Specialist (Part-Time)**

**Marianne Wohler – Division Director/PIO, Office of Communications for City of Pembroke Pines (May 2011 to Present).** This is a senior-level position responsible for managing all aspects of the city's communications efforts to promote, enhance and protect the city's brand reputation and ensure accurate, timely and effective information to residents and other city stakeholders. Responsibilities include but are not limited to hiring and overseeing staff; budgeting; acting as one of the city's PIOs; writing/editing and working with graphic artist and translator for City Connect; writing/creating digital Newsflash; updating/maintaining city website homepage and various resource pages including Pembroke Pines Prepared topics; creating/updating seven digital signs; working closely with Emergency Management Office/crisis communications; writing Spotlight; and writing documents, speeches, letters, articles for Commission and Administration as necessary. All other responsibilities available upon request.

A full resume can be provided. However, in brief, Marianne (Bachelor's Degree in Communications Studies) began in television as a morning news anchor in Detroit, moved to Miami and held news anchor and producer positions at several Miami AM and FM radio stations and worked as voiceover talent before becoming an executive producer at WNWS AM Radio in Miami, where she coordinated five talk shows, hired and managed producers, booked guests and handled press relations. Marianne then became a senior account supervisor at two Fort Lauderdale Public Relations agencies, handling local, national and international consumer accounts such as SE FL Marriotts; and was a public relations representative at the Sun-Sentinel before starting her own company MDW Marketing, handling such clients as DHL Worldwide Express, McDonald's USA, and advertising for many international and national seafood companies, as well as being a writer for Seafood Source.

**Zachary Schieren – Communications Specialist for the City of Pembroke Pines (January 2023 to present).** One of our own Pembroke Pines Charter High School graduates with a Bachelor's Degree in Multimedia Journalism, Zac writes press releases and serves as a media contact; acts as event and commission meeting photographer and videographer – attending all events and commission meetings and uploading content to the city's share file for archiving; is responsible for PEG TV programming; creates videos for the city's YouTube channel; monitors YouTube analytics; completed training and received an FAA Remote Pilot License which allows him to fly drones commercially for the city; completed the FEMA Emergency Management Institute Program via the US Dept. of Homeland Security; and is responsible for graphic designs.

**Laura Villa – Social Media Specialist (October 2023 to present).** This position is currently part-time with the vision for it to be a full-time position. With a Bachelor's Degree in Science in Public Relations and Marketing, Laura has worked with many high-profile clients in growing their markets and increasing their brand awareness through social media. She has brought her experience as a social media strategist to the city and provides tailored strategies for each of the city's platforms; creates and schedules social media content and ads; grows the city's reach and engagement; provides analytics and metrics on a consistent basis to align with growth goals; and monitors and answers engagement with followers. She works in conjunction with Zac in attending events to garner photos and videos for social media posts and for archiving in the city's share file.