

*“The woods are lovely, dark and deep.
But I have promises to keep,
And miles to go before I sleep,
And miles to go before I sleep.”*

--Robert Frost

Stopping by Woods on a Snowy Evening

Marsha G. Oliver, MBA, goes the extra mile(s), as evidenced by the successful journey she has traveled over the course of her 17-year career in the corporate communications and public relations industries. Prior to the October 2007 launch of O. Communications, a Jacksonville-based marketing and public relations firm, Oliver served as Chief Communications Officer for Duval County Public Schools - the nation's 19th largest school district with nearly 130,000 students and over 150 schools.

In this capacity, Oliver developed district action plans and marketing strategies for state, district and school-based initiatives; led all media and community relations efforts to support targeted goals and objectives; provided strategic public relations counsel, training, and support to leadership and administrative personnel; formulated school- and district-wide issues management and crisis communications plans; directed branding and Web site, visual arts and video production efforts; and coordinated all internal and external communications programs, and special events. Oliver's creativity, discipline, and talent, have earned her exemplary evaluations throughout her nine-year communications career, and recognition as one of the nation's top 10 public relations professionals (*Council of Great City Schools*).

Oliver joined Duval County Public Schools with over a decade of corporate communications experience, which began with leading chocolate and confectionery manufacturer Hershey Foods Corporation, Hershey, Pa. As its Senior Public Relations Representative, Oliver led and assisted with marketing launches, nationwide promotions and sponsorships, and publicity efforts for a variety of products including *Hershey's* Hugs, *Hershey's* Nuggets, *Hershey's* Desert bar, *Hershey's* puddings, *Reese's* Nutrageous bar, *Luden's* throat drops, *Hershey's* puddings, and numerous other confections. She also served as the company representative with contracted advertising agencies and led the coordination, direction, and management of various product sponsorships such as Mark Martin, NASCAR, *Hershey's* National Track & Field Youth Program, and special events including the *Ronzoni* Pasta parties, held the evening before the New York City and Boston marathons.

Following an almost four-year career in Hershey, Pa., Oliver returned to her hometown of Jacksonville and accepted an account managerial position with advertising and public relations firm, the William Cook Agency. As an Account Executive, Oliver managed and led the public relations efforts for many of the agency's largest accounts including Winn-Dixie (Miami), Scott Alarm, and the Jacksonville Jaguars. Since her return home, Oliver has worked as a Public Relations Manager for a former CSX Corporation subsidiary, Adjunct Professor at Edward Waters College, and most recently as a television co-host of *The Buzz*, a local news entertainment television show broadcast by WJXT TV4.

Oliver's credentials and leadership experiences have earned her numerous honors including being selected to serve as keynote speaker at a national school public relations conference (2007); a Business Journal Up and Comer (2003); Program Chair (Super Learning Program), Super Bowl XXXIX Host Committee; Chair, Mayor Peyton's Community Services Transition team; and a Rotary Foundation of Rotary International Group Study Exchange team delegate representing Northeast Florida in South Africa (1996).

A Jacksonville native, Oliver earned a BA in Public Relations (*cum laude*) from Florida A&M University and an MBA from the University of Phoenix, where she was chosen to serve as the 2001 Graduate Commencement Speaker. She is a member of numerous community organizations including Leadership Jacksonville; Mayor's Commission on the Status of Women; Mayor's Council on Physical Fitness and Well-being; Jacksonville Community Council, Inc., - Board of Directors; Specialty Hospital – Board of Directors; MaliVai Washington Kids Foundation – Board of Directors; Jack and Jill of America – Jacksonville Chapter; and Alpha Kappa Alpha Sorority, Inc. In addition, Oliver is a certified Community Coach, designated by the Community Foundation; and certified fitness instructor.

Oliver's leisure activities include running, reading, and supporting her 9-year-old son Joel's, Little League baseball and Junior NBA basketball teams.