



# Cole Kelly

TOURISM PROFESSIONAL | MARKETING DIRECTOR | COMMUNITY LEADER

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🏆 2025 Attraction Hero of the Year – VCB 🏆 2026 Emerging Business of the Year 🏆 2025 Small Business of the Year 🏆 2026 Charlotte County 40 Under 40



## EDUCATION

### Associate of Arts

Polk State College | 2021  
Dual enrollment grad. Continued studies in Business Mgmt at UCF.



## CERTIFICATIONS

Claude & ChatGPT Prompt Eng.

HighLevel CRM Certified Admin

Google Digital Marketing



## CORE SKILLS

- ▶ Tourism Marketing Strategy
- ▶ Google & Meta Ads Mgmt
- ▶ Email Marketing Campaigns
- ▶ AI Integration & Automation
- ▶ QR Code & Conv. Tracking
- ▶ Event Planning & Production
- ▶ Vacation Rental Mgmt
- ▶ Copywriting & Content
- ▶ CRM & Lead Generation
- ▶ Public Speaking
- ▶ Marine & Waterfront Ops



## AFFILIATIONS

Charlotte Co. Chamber

Punta Gorda Chamber

BNI

CCA Florida

Valerie's House

Visit Florida

FL Attractions Assoc.

Charlotte Co. VCB



## ENVIRONMENTAL STEWARDSHIP

- ▶ Turtle Bay oyster reef restoration — deployed recycled shells in Charlotte Harbor to improve water quality (CCA Florida)
- ▶ Kayak clean-up events in collaboration with Charlotte Harbor Environmental Center (CHEC)
- ▶ Partnered with Punta Gorda Police Dept. to remove large debris from the Harbor on July 4th
- ▶ Facilitated NOAA water quality testing of the Peace River



## PROFESSIONAL SUMMARY

Award-winning tourism professional and digital marketing specialist with a proven track record of driving economic growth and destination awareness in Charlotte County. Recognized as the **2025 Attraction Hero of the Year** by the Punta Gorda/Englewood Beach VCB, a **2026 Charlotte County 40 Under 40** honoree, and **2026 Emerging Business of the Year** by the Florida SBDC at FGCU. Experienced in leading high-impact tourism campaigns, producing landmark community events, and advising local government on waterfront best practices. Well versed in Robert's Rules of Order.



## PROFESSIONAL EXPERIENCE

### Marketing Director & General Manager

May 2023 – Present

Punta Gorda Adventures | Punta Gorda, FL

- ◆ **Revenue Growth:** Doubled company revenue in 2025 vs. 2024, on track to repeat 100% year-over-year growth in 2026 through strategic digital marketing and expanded tour offerings (tiki boats, sailing, kayak eco-tours).
- ◆ **Flag Day Drone Show:** Conceived and produced the inaugural Red, White & Blue Days Flag Day Drone Show in 2026, drawing over 3,000 attendees and driving significant off-season visitor traffic to Charlotte County.
- ◆ **Public Relations & Safety:** Featured on Fox 4 News in 2025 for successfully executing an emergency water rescue in Charlotte Harbor, demonstrating commitment to public safety on the water.
- ◆ **Digital Marketing:** Designed the company website and managed high-ROI Google Ads, Meta advertising, and email marketing campaigns that directly drove booking growth.

### Co-Publisher & Vice President

2024 – Present

Charlotte Harbor Guide & Map | Punta Gorda, FL

- ◆ **Tourism Media:** Co-publish the premier local tourist publication serving Punta Gorda, Boca Grande, and surrounding Southwest Florida communities.
- ◆ **Innovation:** Modernized the publication by integrating AI technology and trackable QR codes into the physical map, bridging print media with digital analytics for local tourism advertisers.

### Owner & Freelance Marketer

Nov 2021 – Present

Maritime Digital LLC | Punta Gorda, FL

- ◆ Managed and marketed local vacation rentals, optimizing listings to increase booking rates and revenue within the Charlotte County tourism economy.
- ◆ Provided freelance SEO, copywriting, and digital ad management services to regional clients.



## CIVIC & COMMUNITY INVOLVEMENT

### Public Policy Advisor

City of Punta Gorda — Council & City Staff

Guided and advised City Council and city staff on best marina practices and the restoration of Laishley Park Marina, advocating for local business access and long-term waterfront economic health.

### Reef Restoration Participant

CCA Florida

Participated in the Turtle Bay oyster reef restoration project in Charlotte Harbor, helping deploy recycled oyster shells to improve water quality.

### Volunteer — Grief Support

Valerie's House, Punta Gorda

Dedicated volunteer supporting children and families experiencing grief, contributing to a safe, healing community for Charlotte County families.

### Keynote Speaker

Business Network International (BNI)

Served as keynote speaker for multiple local BNI chapters, sharing expertise in digital marketing, local tourism strategy, and entrepreneurial growth.