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## Kerri Post : Green and Golden

University of South Florida St. Petersburg. Office of University Advancement.

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Alumni



**KERRI POST**  
***BS, MARKETING '93***

A second generation Floridian, Kerri Post is proud to serve her home state as Deputy Secretary of State at the Florida Department of State. She has held this position since January 2013 and oversees four divisions: Cultural Affairs, Historical Resources, Library and Information Services and Marketing.

Supervising a budget of over \$100 million (FY 2014-15), Kerri is responsible for the management of the State Arts Agency, five museums/galleries, 15 historic sites, archaeology (terrestrial and underwater), historic preservation, Florida Main Street program, State Library and development, archives and records, Viva Florida program, agency marketing programs, 15 grant programs, five citizen support organizations and five

Commissions/Councils.

Kerri's penchant for maintaining the highest promotional standards while keeping Florida in the spotlight was meticulously cultivated through her professional steps with VISIT FLORIDA, the state's official tourism marketing corporation, where she was employed for over eleven years. During that period, she was Director of New Product Marketing, then Vice President of New Product Development, and finally, Vice President of Industry Relations. These roles led to her job as Senior Marketing Director for Visit Tallahassee and then, Director of Marketing for the Florida Department of State.

Ever Florida's consummate ambassador, Kerri is particularly gratified by the successful implementation of Viva Florida 500 in 2013 – the 500th anniversary of the landing of Ponce de Leon on the east coast and naming our great state – resulting in the engagement of more than

2000 partners statewide, 900+ events, all 67 counties, garnering more than 3.5 million media impressions with no dedicated marketing budget – a spectacular feat, to be sure. Additionally, Kerri secured two Deepwater Horizon (BP) Tourism Marketing Grants totaling \$500,000 and she garnered more than \$85 million in funding for Florida cultural, historical and library grant programs, the highest allocation in the history of the agency.

*“During my time at USFSP in 1991-93, both the campus and downtown St. Pete were just beginning to come into their own. USFSP had recently acquired the Piano Man Building and built the new library, and the magnificent Vinoy Hotel had just reopened to its historic splendor. Downtown St. Pete was evolving, there was a new energy and a new vibe. It was at a turning point, just like me. I loved the feeling at the USFSP campus – where else could you attend college and look out over the sail boats in the basin. I so wanted to take a sailing class. I loved that The Dali Museum was next door and I must confess that sometimes I skipped class just to go to The Dali again (students got in free) and catch a different docent tour. To this day I still brag that I got an A in Calculus – thanks to a wonderful professor at USFSP (can see his face but unfortunately I cannot remember his name) and took several Marketing classes that awakened a passion in my soul. When I am in town, I often drive by the campus and it makes me so happy and proud to see it is a whole district now and there are dorms! Congratulations USFSP on your 50-year anniversary and here’s to another great 50 years!”*

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