# InTransition

**Episode 19**

Gina Florence, Communications and Marketing for City of Bryan, Texas

**iTunes description:**

Our guest today, Gina Florence, is a rising star in the government communication sector. Gina serves as the Marketing and Communications Supervisor for the City of Bryan, Texas. In this episode we discuss her role for the City of Bryan.

**Bio:**

Gina is a senior digital marketing professional with successful experience in product management, social media strategy and integrated marketing campaigns for the City of Bryan.

In addition, Gina has also developed brand ambassador and employee ambassador programs online to reinforce branding goals, drive loyalty and amplify the message.

Working for the City of Bryan, she has put her non-government experience to work to boost economic development, city programs, and tourism across all online channels. In addition to marketing, she serves as the PIO for the City of Bryan and Bryan Texas Utilities.