

Press Release



FOR IMMEDIATE RELEASE

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CareerSource Tampa Bay announces new Business Services Director

~Director to forge relationships with Hillsborough County Industries~

TAMPA, FL – CareerSource Tampa Bay (CSTB) recognizes Kay Jefferson as our new Director of Business Services for CareerSource Tampa Bay. Jefferson has over 15 years of business development and marketing strategy experience and was even a former business-to-business executive with CSTB.

Jefferson was most recently the Director of Business Development and Special Projects Coordinator for Jacobsen|Daniels. She was responsible for business development and marketing operations for office locations in Florida, California, Michigan, Missouri, Washington, Georgia, Illinois, Maryland, and Texas. Accountable for diversity and inclusion, business development, marketing, and community relations.

"I am excited to be of part of CareerSource Tampa Bay again," said Jefferson. "CareerSource has a strong Business Service team that is already making such an impact within the community. Their dedication and compassion are contagious! I am looking forward to working with them."

Jefferson also brings a wealth of skills to CSTB, such as business operations, event coordination, corporate sponsorships, marketing strategies, account development, corporate recruitment, and diversity outreach.

"We couldn't be happier to have someone with Kay Jefferson's experience joining our Business Services team," said Michelle Zieziula, Chief Impact Officer at CSTB. "Our Business Services team provides a vital link from CareerSource Tampa Bay to our business community, and this position is essential to our organization's success."

Jefferson holds a Bachelor of Science in Merchandising from Florida State University with certifications from Cornell University, University of South Florida, and Florida Dynamic Works.

About CareerSource Tampa Bay

CareerSource Tampa Bay programs and initiatives are fully supported by the U.S. Departments of Labor, Health and Human Services, and Agriculture as part of awards totaling \$23,321,277.

CareerSource Tampa Bay works with businesses and candidates to leverage their training, retraining, and competitive opportunities in the workforce. CareerSource Tampa Bay provided 173,319 services to 37,054 active Wagner-Peyser individuals during the program year 2019-2020. CareerSource Tampa Bay, with our five career centers, is the single largest source of job candidates in the region, from entry-level to executive-level candidates.

Businesses can access CareerSource's wide range of services, including recruiting, training for new and existing employees, targeted hiring events, and retention support strategies. All resources and services are provided at no cost to both businesses and job candidates. Programs funded through CareerSource Tampa Bay are equal opportunity programs with auxiliary aids and services available upon request to individuals with disabilities. Persons using TTY/TTD equipment use Florida Relay Service 711. A proud partner of the American Job Center network to learn more, visit www.careersourcetampabay.com.

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