

## JESSICA CLAYTON

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### **PROFESSIONAL EXPERIENCE:**

#### **Chief Deputy District 2, County Commissioner Brian Maughan, Oklahoma City, OK / 2023 - Present**

- Chief Deputy for the Chairman of the Board of County Commissioners (BOCC) – outside legal contracts, resolve matters regarding department, building infrastructure and public safety
- Serve as Chairman of the Policy & Governance Committee to oversee 154 million in ARPA dollars – capital and community grants, advise on HR and departmental needs
- Attend monthly board and committee meetings to advise and vote on behalf of County Commissioner Brian Maughan: BOCC, Policy & Governance, Handbook, Public Buildings & Infrastructure, Budget Evaluation, Budget Board, Tax Role, Retirement, Workforce Development, Criminal Justice Advisory Council, Mental Health & Veterans Treatment Court, Court Services, Community Sentencing (All meetings follow the Open Meetings Act and can be viewed live or watched online at [Oklahoma County Meetings.](#))
- Supervise District 2 staff and provide direction for all BOCC departments
- Renew all District 2 General Mutual Cooperation Agreements and Specific Assistance Agreements between BOCC, municipalities, and schools
- SHINE Program and SHINE Foundation board development and administration leader

#### **President and CEO, Daily Living Centers, Inc., Oklahoma City, OK / 2020 - 2023**

- Led major operational, policy, procedure, branding, and culture improvements for four adult day centers that provide purpose and joy for senior adults and adults with disabilities and respite for caregivers
- Managed an annual budget of 2.7 million comprised of state and federal contracts, bids, and grants to serve over 240 participants, 48 employees and maintained over 6 million in total assets
- Successfully led an organization serving the most vulnerable through the COVID-19 pandemic that endured 147 days of closures resulting in \$771,000 in lost revenue and operational hardship and \$600,000 in payroll expenses. Despite losses from the pandemic, achieved budget with a net profit of over \$400,000 overcoming two years of losses under previous leadership
- Opened a new Edmond Center that doubled in census
- Raised over \$800,000 to provide adult day and transportation scholarships
- Renovated three centers and transformed activities and programming to meet the individual needs of participants
- Led major operational and safety improvements for the transportation department with a fleet of 24 limos and ADA vans that offer door-to-door and senior med-ride transportation services
- Secured over \$524,000 in grants and private donations to purchase 14 newer vehicles to promote safety, generate revenue and brand awareness
- Created brand awareness and community partnerships through presentations, public speaking, and community events
- Led advocacy efforts and cultivated strong relationships with legislators which resulted in a 25% rate increase for all adult day centers in Oklahoma

### **CONTACT**

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#### **Portfolio Website:**

[jessicaclayton.art](http://jessicaclayton.art)

### **EXPERTISE**

Leadership  
Strategic Planning  
Government & Public Affairs  
Event and Conference Planning  
Business Development  
Product/Program Development  
Fundraising  
Stewardship

### **PROFESSIONAL SKILLS**

Strong Analytical Skills  
Strategic Thinking  
Strong Initiative  
Interpersonal Skills  
Culture/Team Building  
Detail-Oriented  
Organized  
Public Speaking  
Excellent Verbal & Communication Skills

### **TECHNICAL SKILLS**

Proficient: In Design, Photoshop, Illustrator  
Microsoft: Excel, Word, Outlook, PowerPoint  
Email Marketing  
CRM Programs  
Web Design Platforms

### **COMMUNITY INVOLVEMENT**

#### **Oklahoma Alliance on Aging**

Marketing Chair

2023 – Present

#### **Supervisor Committee Board Member**

Oklahoma's Credit Union:

2021 – Present

**Senior Annual Giving & Development Officer, Mercy Health Foundation, Oklahoma City, OK / 2018 - 2020**

- Achieved 103% of 2020 foundation goal of \$12,375,000 two months early (2020 foundation goal was 4X higher than 2019 goal)
- Manage mid-level donor portfolio including event sponsorships, memorials, and direct mail appeals
- Raised \$596,000 for the Mercy Gala, increased revenue by 41%, Fund-A-Need by 532%, in-kind donations by 73% and decreased expenses
- Raised \$119,240 for the Mercy Golf Classic, increased revenue by 15%, increased participation and decreased expenses
- Raised over \$471,000 for Mercy Way, increased revenue by 14% and Mercy Way Ambassador involvement by 80%
- Brand awareness: presentations, public speaking, and community events

**Regional Vice President, Marketing Manager & Business Development Officer - First United Bank, Oklahoma City, OK / 2016 - 2018**

- Active member of the bank's leadership team responsible for developing and managing a strategic sales plan, project budgets and proposals to achieve commercial and retail growth targets
- Organized business outreach events ranging from 10-450 attendees to identify opportunities and build strong relationships with high profile prospects, customers, and preferred partners
- Managed regional marketing, advertising, and community relations for 15 locations in Oklahoma Metro Region
- Supervised two Marketing Interns and 15 Community Relations Managers

**Director of Marketing and Customer Relations, Lazy E Arena, Guthrie, OK / 2015 - 2016 (served while still working for FirstBank until 2016)**

- Rebranded the world's largest indoor dirt arena and managed marketing for more than 40 events, including 11 national events

**Vice President, Marketing Director, FirstBank and First Insurance, Atoka, OK / 2010 - 2016**

- Active member of the bank's leadership team responsible for developing and managing a strategic sales plan, marketing, and growth for five banks and seven insurance locations

**Director of Sales and Marketing, Premier Hospitality, McAlester, OK / 2009 - 2010**

- Produced direct sales efforts to drive top line revenue and occupancy for IHG and Choice brand hotels

**Director of Sales and Marketing, PGA Golf Passport, Oklahoma City, OK / 2008 - 2009**

- Expanded a golf tournament services company from three scheduled tournaments to a portfolio of more than 100 tournaments in one season

**Program Coordinator, Muscular Dystrophy Association (MDA), Oklahoma City, OK / 2005 - 2008**

- Exceeded fundraising goal of \$920,000 by raising \$1.3 million in 2008
- Achieved 2007 fundraising goal of \$614,000 three months early, leading a seven-state region
- Raised awareness and more than \$1.2 million in sponsorships during the 2008 MDA Jerry Lewis Labor Day Telethon

**Honorary Commander**  
Tinker Air Force Base  
552 AWC: 2018 - Present

**Past Board Involvement:**  
Oklahoma Hospitality Club  
South OKC Chamber  
Greater OKC Chamber  
Downtown Automobile  
Downtown YMCA

**EDUCATION**

**Bachelor's Degree**  
University of Central  
Oklahoma: 2001 - 2005

**Licensed Long Term  
Care Administrator**  
Adult Day Administrator  
License 2020-2023

**Annual Giving Graduate**  
University of Madison  
Wisconsin AHP

**Major Gifts**  
AFP

**Major Gifts**  
OKCNP

**Fundamentals of  
Management**  
OKCNP

**Standards of Excellence**  
OKCNP

**Selected to represent  
Oklahoma at the 2024  
National Security  
Forum, Maxwell AFB**  
May 6 - 10, 2024