



ROBERTA "BOBBI" PEREZ

HR / PR PROFESSIONAL

Profile

Results-driven local government professional with proven expertise in HR, leadership, crisis management, and public relations. Strong work ethic and a record of delivering measurable results and fostering a positive, high-performance workplace culture.

EXPERIENCE

PUBLIC RELATIONS DIRECTOR

Marion County Board of County Commissioners - Ocala, FL

2021 - Present

Leading the public relations team to strengthen organizational culture, enhance community engagement, and deliver county-wide public education messaging for 24 local government departments.

HUMAN RESOURCES TALENT MANAGER

Marion County Board of County Commissioners - Ocala, FL

2014-2021

Managed top talent and led employee development initiatives to build high-performance teams and foster a positive employee experience in local government. Assisted with the implementation of an HRIS system and supported payroll functions to improve accuracy, efficiency, and compliance across HR operations.

STORE MANAGER

Tervis Tumbler - The Villages, FL

2013-2014

Led and developed a high-performing team through coaching, training, and performance management, while ensuring operational standards and a positive, customer-focused environment that supported overall organizational goals.

STORE MANAGER

Office Depot - Miami, FL

2005-2013

Oversee daily operations, manage inventory, staff, and customer service, and meet sales targets, employee recruitment, training, and conflict resolution, leading marketing initiatives to drive sales, hiring and onboarding, policy creation, and all human resources functions.



EDUCATION

BACHELOR OF APPLIED SCIENCE,, ORGANIZATIONAL MGMT. (HR)

Santa Fe College - Gainesville, FL

ASSOCIATE OF ARTS - FINE ARTS

Santa Fe College - Gainesville, FL

SKILLS

- Web Design & Graphic Arts
- Management
- Performance Management
- HRIS Database Management
- Communication/Crisis Communication
- Talent Acquisition & Retention
- HR Compliance and Labor Law
- Employee Relations & Culture Building
- Policy Development & implementation
- Research
- Event Planning
- Team Building
- Brand Management
- Employee Development