Charlene Shirk, is the Assistant Vice President of Public Relations at VyStar Credit Union, where she directs all external media communications and engages audiences as the host of VyCast, VyStar’s enlightening podcast that makes learning about finances fun.

Before her role at VyStar, Charlene was at the helm of C. Shirk Productions and Charlene Shirk Public Relations, where she pioneered innovative media strategies for progressive organizations across Northeast Florida. Her visionary leadership paved the way for groundbreaking projects and set new standards in local public relations.

Prior to her starting her business - Charlene served as the PGA TOUR’s inaugural Director of Community Relations for THE PLAYERS Championship in Ponte Vedra. Her tenure there was marked by generating memorable media coverage, orchestrating community events that raised millions of dollars, and representing the TOUR with distinction at its tournaments across the country.

Before becoming a public relations leader, Charlene was a nationally award winning, Emmy nominated broadcast journalist. Most notably, she was the weekend anchor for First Coast News in Jacksonville, Florida, she connected with viewers on both NBC and ABC affiliates, bringing stories that mattered into their homes. Her early career saw her excel as a field reporter and fill-in anchor at CBS affiliates KFSM in Fort Smith, Arkansas, and KOTV in Tulsa, Oklahoma, where she first honed her exceptional storytelling skills.

Throughout her career, Charlene’s outstanding contributions to journalism and broadcasting have been recognized with an array of prestigious awards. Her honors include the Gabriel Award from the Catholic Communicators in Radio and Television, a Media Excellence Award from the Oklahoma Governor's Committee on Employment of the Disabled, several Arkansas Associated Press Awards for her exceptional writing and reporting, the Sigma Delta Chi Award for Feature Reporting, dual AXIEM AWARDS, and a coveted regional Emmy nomination for her writing.

Beyond her professional achievements, Charlene plays an active role in her community as a board member of the Rotary Club Jacksonville-Oceanside. She is also proud to be recognized among Jacksonville Business Journal’s 40 Under 40 alumni and a distinguished member of Leadership Jacksonville, Class of 2015.

Charlene Shirk’s career is a testament to her passion for storytelling, her commitment to community engagement, and her unwavering dedication to excellence in every endeavor.