

# Jocklynn Keville

A Biographical Sketch



Jocklynn M. Keville is vice president of Marketing and Public Affairs for the Greenspoint District. The District was created by the State Legislature in 1991, at the request of commercial property owners and is funded through their assessments to provide services and improvements to ensure Greenspoint's growth and prosperity.

Keville oversees the organization's annual planning and goal-setting process. She also leads the Marketing and Public Affairs Department, which is responsible for the District's advertising, communications, media relations, public relations and business development programs.

An active member of the Greenspoint community and beyond, Keville chairs the Leadership North Houston Board of Directors, and she is on the board and executive committee of the North Houston Greenspoint Chamber of Commerce.

Keville is a member of the Aldine ISD Superintendent's Business Advisory Council. She also coordinates the activities of the North Houston Alliance of Greenspoint/ Intercontinental hotels and meeting facilities. She is a member of both the North Houston Association Development Forums Committee and the Public Relations Society of America. Keville has served the marketing committees for both the Greater Houston Convention & Visitor's Bureau and the Greater Houston Partnership. She is also a former board member of the Houston Press Club and founding member of the club's Lone Star Awards competition, promoting excellence in journalism and public relations.

Under Keville's leadership, the Greenspoint District has received numerous awards for its public relations program, website, newsletter and advertising.

Keville holds a bachelor's degree in journalism from Louisiana State University. Prior to joining the Greenspoint District, she was editor of the Leader Newspapers group in Houston, editor of a trade magazine in Albany, N.Y., and lifestyles editor of a daily newspaper in Morgan City, La.

**Greenspoint District**

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