

NATASHA JONES

BRAND MULTIMEDIA MARKETING STRATEGIST

PROFILE

As a marketing strategist, I create and curate multimedia content that resonates with audiences and promotes engagement. I have more than eight years of experience in writing, editing, photography, content production/design, social media management and analytics. I specialize in the areas of digital communications strategy and event marketing.



Washington, D.C.



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PROFESSIONAL EXPERIENCE

MANAGER, CONVENTION MARKETING

NATIONAL AUTOMOBILE DEALERS ASSOCIATION, TYSONS, VA – MAY 2017 - PRESENT

As part of the Convention & Expo team at NADA, I create and implement the event marketing strategies for the annual NADA Show, known as the “Automotive Industry Event of the Year”, with an average attendance of more than 22,000. I also manage marketing for other NADA events throughout the year, such as the NADA Washington Conference.

I develop strategic campaigns and content for NADA, including print promotional materials, email marketing and newsletters, and web and print advertisements. I work with internal and external stakeholders to develop and manage the convention websites and event mobile apps, as well as the on-site digital and social media presence for our events. This includes everything from mobile app usage to live video engagement and contests to engage show attendees and exhibitors.

ALUMNI COMMUNICATIONS SENIOR WRITER/EDITOR

GEORGETOWN UNIVERSITY, WASHINGTON, D.C. – FEB 2014 – APR 2017

As managing editor for all of the digital spaces attached to the university’s Office of Advancement, I write, edit and curate a broad range of communications for the Office of Advancement aimed at connecting and reconnecting alumni with the university. This also includes:

- Managing content for Georgetown's highly visible and well-trafficked alumni website, and its various microsites
- Contributing to social media outreach and reporting analytics
- Managing web, video and print projects for the digital communications and interactive strategy team
- Creating and executing email marketing campaigns for special events, fundraising and other important initiatives

EDUCATION

MASTER’S DEGREE
INTEGRATED MARKETING
COMMUNICATIONS
Georgetown University

BACHELOR’S DEGREE
PRINT & ONLINE JOURNALISM
Howard University
2012, *magna cum laude*

ASSOCIATE’S DEGREE
ARTS & SCIENCE
John Tyler Community College
2006. *cum laude*

KEY SKILLS

Marketing Strategy
Writing /Editing
Digital Content Management
Public Relations
Project Management
Research and Analytics
Community Engagement
Online + Print Production
Photography

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PROFESSIONAL EXPERIENCE (Continued)

CO-FOUNDER AND CHIEF CONTENT OFFICER

RUNGRL.CO – SEPTEMBER 2017 - PRESENT

Along with five fellow runners, I co-founded RUNGRL, a digital platform that provides information, inspiration and celebration for the Black woman distance runner. By thoughtfully curating content and in-person experiences that share our stories, we are working to change the narrative on what it means to be a runner and the importance of wellness in our community.

I oversee all content and marketing communications for the website, social media, email, information products and other marketing to shape the vision and voice of our unique platform and community.

STRATEGIC COMMUNICATIONS SPECIALIST

HOWARD UNIVERSITY, WASHINGTON, D.C. – AUG 2012 – JAN 2014

Reporting to the university president, I developed and maintained communications and social media strategy with emphasis on connecting the Office of the President with students, alumni, faculty, staff and friends of the university. My duties included:

- Working to increase the visibility of the mission and institutional directives of the Office of the President, with a focus on presidential brand development and web traffic.
- Serving as content manager for the blog and social media accounts of President Emeritus Sidney A. Ribeau and analyzing corresponding data.
- Managing additional special projects, including assisting with event planning and coverage, press releases and crisis management, photography, magazine writing and editing, and speech writing.

FREELANCE WRITER, EDITOR, PHOTOGRAPHER AND CONTENT

ROUGH DRAFT CREATIVE, WASHINGTON, D.C. AUG 2013 - PRESENT

As a freelance communications specialist, I develop quality content for contracted businesses, websites and publications, including web and print materials and social media management. I specialize in web-optimized content that promotes customer/audience engagement. I create multimedia content on a broad range of topics including education, pop culture, health and fitness, technology, entrepreneurship, philanthropy and lifestyle.

LANGUAGES

German: Advanced (spoken)

Spanish: Intermediate

TECH SKILLS

Search Engine Optimization (SEO) (certified)

Google Analytics

Adobe InDesign, Lightroom, Photoshop

CMS: WordPress, Drupal, Dreamweaver

Project management systems: Basecamp, Trello

HTML & CSS basics

MS Office

WORK SAMPLES

My Portfolio

<http://natashajones.journoportfolio.com>

ADDITIONAL WORK EXPERIENCE & REFERENCES AVAILABLE UPON REQUEST