

Na'Tasha Jones

Events, Marketing, & Communications Strategist



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[Portfolio](#)



[LinkedIn](#)

EDUCATION

Master's Degree

Integrated Marketing
Communications, 2019
Georgetown University

Certificate

Social Media Mgmt., 2017
Georgetown University

Bachelor's Degree

Print/Online Journalism
(Communications), 2012
Howard University

SKILLS

Marketing Communications
Event Production
Talent Management
Content Strategy
Go-to-market Strategy
Project Management
Campaign Creative
PR + Crisis Communications
Speechwriting
Mobile App Management
Photography + Video
Production

PROFILE

As a seasoned communications and marketing strategist, my passion and expertise lie in telling authentic and diverse brand stories that resonate with the audience. For more than 11 years, I've led strategies to help brands foster meaningful engagement with customers and communities through communications, events and experiences, product marketing, analytics and social media management.

EXPERIENCE

Sr. Content Marketing Manager, Event Programming, Amazon Ads

Amazon | Jul. 2021 - Present

As an executive event content producer, I lead content strategy and event production for strategic international advertising, marketing and industry events, including Cannes Lions International Festival of Creativity, CES, Online Marketing Rockstars (Hamburg), IAB Upfronts, and Advertising Week, among others. I manage project deliverables, cross-team integration, executive speakers, and talent relationships for each event, supporting brand awareness and ad sales across Amazon's universe of touchpoints, including Amazon.com, Prime Video, Freevee, AWS, Twitch, Alexa, and more.

I also serve as a DEI subject matter expert, leading Amazon Ads strategic events DEI content strategy for events such as ADCOLOR, ANA Multicultural Conference, 3% Conference, and Sistas in Sales Summit.

Co-founder and Chief Content Officer

RUNGRL.co | 2017 - Present

Along with five fellow runners, I co-founded [RUNGRL](#), a wellness brand and digital media company for Black women that uses running as a vehicle to impact wellness in our community. As CCO, I craft the brand voice and marketing strategy, and oversee a team of contributors and partners in producing content, media campaigns, events and partnerships.

RUNGRL has partnered with influential brands including HOKA, Under Armour, Outdoor Voices, Nike, Free People Movement and Essence Festival. Our work has been featured in *Runner's World*, *Washingtonian*, *Well + Good*, *New York Magazine*, *The Washington Post*, *Essence*, *AfroTech*, and more.

SYSTEMS

Adobe Lightroom +
Photoshop
HTML + CSS (basics)
SEO (certified)
Google Analytics
CMS: WordPress, Drupal

REFERENCES

Steven Chew
Netflix
Friend/Associate
T: 301.758.8105
E: chewproductions@gmail.com

Ashlee Green
Creative Theory/RUNGRL
Colleague
T: 734.255.6122
E: Ashlee@rungrl.co

Tamon George
Creative Theory
Colleague
T: 202.725.9216
E: tamon@creativetheory.agency

Additional work experience
and references available via
[LinkedIn](#).

LANGUAGES

German (Conversational)
Spanish (Beginner)

EXPERIENCE continued

Sr. Manager, Convention & Event Marketing

National Automobile Dealers Association (NADA) | Feb. 2017 – Jun. 2021

As the lead for event marketing, I created marketing and communications for NADA's conferences, including NADA Show, the "Automotive Industry Event of the Year", and Washington Conference, NADA's annual legislative conference. My scope included overall digital, print and OOH marketing strategies for a global audience, agency and speaker management, keynote, workshop and activation production, and virtual and onsite execution.

I also oversaw management of the association's event mobile apps, supported PR and crisis communications for the organization and its events, and served as a member of the NADA Inclusiveness Committee.

Managing Editor, Alumni Communications

Georgetown University | 2014 – 2017

As managing editor for all digital spaces for the university's Office of Advancement, I developed a broad range of communications, events and experiences aimed at community engagement for alumni and other potential partners with the university. I also led content production for Georgetown's alumni website and various microsites, and social media outreach.

My key areas of influence included event production for special university events, such as Homecoming, John Carroll Weekend, Black Alumni Summit, Athletic Hall of Fame and more; supporting content and events for Georgetown's \$1.5 billion capital campaign, which reached its fundraising target a year ahead of the 10-year goal; and producing content and video creative for the Georgetown Events mobile app.

Strategic Communications Specialist, Office of the President

Howard University | 2012 – 2014

Reporting to the university president, I developed a communications and social media strategy to connect the Office of the President with students, alumni, staff and friends of Howard University through digital media and events. I managed special projects, including university events and social coverage, photography, magazine writing and editing, public relations and crisis communications. I also led production for the blog and social media accounts of President *Emeritus* Sidney A. Ribeau.

ADDITIONAL EXPERIENCE

Freelance Communications Consultant

Rough Draft Creative (self-employed) | 2013 – 2021

As a freelance communications specialist, I developed marketing content for contracted brands, including digital communications, event production, social media and influencer content. Clients included Bacardi, Creative Theory Agency, District Running Collective, Howard University and more.