

Na'Tasha Jones

Communications & Marketing 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
PR + Crisis Communications
Campaign Creative
Content Strategy
Writing + Editing
Go-to-market Strategy
Community Engagement
Project Management
Mobile App Management
Photography
Video Production

PROFILE

As a communications and marketing strategist, I create and tell authentic stories on behalf of brands and individuals. With nearly a decade of experience in digital communications strategy, social media management, writing and editing, I specialize in the areas of content creation and integration. Partnerships, product marketing and event marketing are just a few of the ways I use storytelling to impact diverse audiences.

EXPERIENCE

Co-founder and Chief Content Officer

RUNGRL.co | 2017 - Present

Along with five fellow runners, I co-founded [RUNGRL](#), a digital media platform that provides "information, inspiration and celebration" for Black women in the sport of distance running. As the CCO, I shape the vision and voice of our unique platform and community as we advocate for the health and wellness of Black women and our communities. This includes:

- Overseeing content and marketing communications strategy and execution for the website, social media platforms, email marketing, and special campaigns.
- Leading a team of contributors and creators to develop authentic stories for our community and various initiatives.
- Developing partnership content and event activations. We've partnered with many influential brands in the fitness and lifestyle markets, including Nike, Under Armour, Fleet Feet Sports, Hoka One One, Outdoor Voices, Sunday II Sunday and Essence Festival.

Sr. Manager, Convention & Event Marketing

National Automobile Dealers Association (NADA) | 2017 - Present

As the lead for event marketing, I create and implement the marketing and communications strategies for NADA's signature events, including [NADA Show](#), the "Automotive Industry Event of the Year", and [Washington Conference](#), NADA's annual legislative conference to discuss political advocacy for dealers. Responsibilities include:

- Developing event marketing strategies and brand narratives, including digital marketing and social media, websites, email campaigns and print ads

SYSTEMS

Adobe Lightroom
Adobe Photoshop
HTML + CSS (basics)
SEO (certified)
Google Analytics
CMS: WordPress, Drupal
PM: Basecamp, Trello,
Asana, Teams

REFERENCES

Ashlee Green

Creative Theory Agency/RUNGRL
Colleague
T: 734.255.6122
E: Ashlee@rungal.co

Tamon George

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

Teresa Jefferson

Georgetown University (past)
Former Manager
T: 202.596.9229
E: tjefferson@hcmedralc.com

LANGUAGES

German (Conversational)
Spanish (Beginner)

EXPERIENCE continued

- Building a key understanding of the target audiences, including attendees, exhibitors, vendors and industry partners and shape the narrative and go-to-market strategies for workshops, live-streamed events and other campaigns
- Managing product launches for the association's two event [mobile apps](#) and overseeing on-site and virtual attendee engagement
- Managing projects across cross-functional teams to achieve business goals
- Member, NADA Inclusiveness Committee

Managing Editor, Alumni Communications

Georgetown University | 2014 – 2017

As managing editor for all Office of Advancement digital spaces, I wrote and edited a broad range of communications which connected alumni and other potential partners with the university. Select responsibilities:

- Created marketing and social media content for special events, including Homecoming, John Carroll Weekend, Black Alumni Summit, Athletic Hall of Fame and alumni fundraising campaigns.
- Created and managed content to support Georgetown's \$1.5 billion capital campaign, which reached its fundraising target a year ahead of the 10-year goal.
- Directed content for Georgetown's alumni website and various microsites, as well as social media outreach.
- Produced creative for digital, social and print campaigns, as well as 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. I lead content for the blog and social accounts of the president and covered major university events and supporting PR functions, including press releases, photography, crisis communications and speech writing.

ADDITIONAL EXPERIENCE

Freelance Communications Consultant

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

As a freelance communications specialist, I develop marketing strategy and content for clients, including web and print materials and social media management. I help brands create diverse, web-optimized content that promotes audience engagement through authenticity. Past clients include Creative Theory Agency, District Running Collective and Howard University.

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