

Na'Tasha Jones

Event & Experiential 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
Event Production
Content Strategy
Writing + Editing
Go-to-market Strategy
Community Engagement
Project Management
Campaign Creative
PR + Crisis Communications
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 helped brands foster meaningful engagement by producing communications strategy, events and experiences, product and event marketing, analytics and social media management.

EXPERIENCE

Sr. Content Marketing Manager, Event Programming

Amazon Ads

I lead content strategy and event production for Amazon Ads at multiple international advertising, marketing and industry events, including Cannes Lions International Festival of Creativity, Online Marketing Rockstars (Hamburg, Germany), DX3 (hybrid/Toronto, Canada), IAB Upfronts UK (hybrid/United Kingdom), Brandweek (hybrid/New York), and Advertising Week NY, among others.

I also lead DEI content strategy for Amazon Ads events, as well as content production for DEI-focused industry events, including ADCOLOR (hybrid/New York), ANA Multicultural Conference and Sistas in Sales Summit.

Sr. Manager, Convention & Event Marketing

National Automobile Dealers Association (NADA) | 2017 – Present

As the lead for event marketing, I led marketing and communications strategies 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 two event mobile apps, supported PR and crisis communications for the organization and its events, and served as a member of the, NADA Inclusiveness Committee.

SYSTEMS

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

REFERENCES

Teresa Jefferson
Georgetown University (past)
Former Manager
T: 202.596.9229
E: tjefferson@hcmediallc.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

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 CCO, I lead a team of contributors to create authentic stories for our community and oversee marketing communications for the website, production, digital media, special campaigns, events and partnerships. We've partnered with many influential brands, including Nike, Under Armour, Outdoor Voices, and Essence Festival. Our work has been featured in *Runner's World*, *Washingtonian*, *New York Magazine*, *The Washington Post*, *Essence*, *AfroTech*, and more.

Managing Editor, Alumni Communications

Georgetown University | 2014 – 2017

As managing editor for all of the digital spaces attached to the university's Office of Advancement, I wrote and edited a broad range of communications, events and experiences aimed to connect and reconnect alumni and other potential partners with the university. I also led content production for Georgetown's alumni website and various microsites, as well as 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 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 event planning and social coverage, photography, magazine writing and editing, and PR and crisis communications. Headed content management for the blog and social media accounts of President *Emeritus* Sidney A. Ribeau.

ADDITIONAL EXPERIENCE

Freelance Communications Consultant

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

As a freelance communications specialist, I develop marketing strategy and content for contracted brands, including digital communications, event production and social media. Past clients include Creative Theory Agency, District Running Collective, Howard University and more.