

Na'Tasha Jones

Communications & Marketing Strategist



804.484.9075



jonesnatashac@yahoo.com



[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
Content Strategy
Writing + Editing
Go-to-market Strategy
Community Engagement
Project Management
Campaign Creative
PR + Crisis Communications
Mobile App Management
Photography and 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

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. Responsibilities include:

- Develop campaign creative and event marketing strategies, including digital and social media, event websites, email marketing and print ads
- Build a key understanding of the target audiences, including attendees, exhibitors, vendors and industry partners
- Lead brand content development and shape the narrative and go-to-market strategies for workshops and live-streamed events
- Manage product launches for the association's two event mobile apps and oversee on-site and virtual attendee engagement
- Manage projects across cross-functional teams to achieve business goals
- In 2020, I developed and successfully launched a new program to engage and retain first-time event attendees.
- Member, NADA Inclusiveness Committee

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.

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@hcmcdiallc.com

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

LANGUAGES

German (Conversational)
Spanish (Beginner)

EXPERIENCE continued

I lead a team of contributors to create authentic stories for our community and oversee content and marketing communications for the website, social media platforms, email marketing, special campaigns, partnership content and event activations. We've partnered with many influential brands in the fitness and lifestyle markets, including Nike, Under Armour, Fleet Feet, Hoka One One, Outdoor Voices, and Essence Festival. Our work has been featured in *Runner's World*, *Washingtonian*, *New York Magazine*, *The Washington Post*, *Essence*, *AfroTech*, *Outside Online* 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 aimed to connect and reconnect alumni and other potential partners with the university.

- 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.
- Created marketing and social media content for special events, including Homecoming, John Carroll Weekend, Black Alumni Summit, Athletic Hall of Fame events and alumni fundraising campaigns.

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.

- Managed special projects, including event planning and social media coverage, photography, magazine writing and editing. Headed content management for the blog and social media accounts of President *Emeritus* Sidney A. Ribeau.
- Covered all major university events and supporting public relations functions, including press releases, crisis communications, reporting 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 contracted businesses and brands, including web and print materials and social media strategy and management. I specialize in diverse, web-optimized content that promotes audience engagement through authenticity. Past clients include Creative Theory Agency, District Running Collective, Howard University and more.