

Jeffrey Alan Jones

Marketing, Communications, and Media Production

www.jeffreyalanjones.com • jeffreyalanjones@gmail.com • 617 217 1187 • 1735 Caton Ave Brooklyn NY 11226

A multi-talented non-profit marketer, designer, and media producer. Able to read, analyze, and interpret complex information and present it in a clear, digestible form. Always looking for a better way to tell the story.

SKILLS

- Web and Print Content Development
- Video Production
- Graphic Design
- Media Relations
- Photography
- Social Networking
- Podcast Production

EXPERIENCE

Community Service Society of New York (New York, NY)

Director of Marketing and Design

Jul 2016 – Present

Associate Director of Content and Campaign Strategy

Jan 2015 – Jul 2016

Manager of Marketing and Production

Jan 2013 – June 2014

The Community Service Society of New York (www.cssny.org) is a voice for positive action on behalf of more than 3 million low-income New Yorkers. My work with CSS has encompassed marketing and campaign strategy, graphic design, print production, social media, writing, and multi-media production. I managed our website—including creating marketing content and ensuring timeliness of the site—and our BSD (Blue State Digital) Tools based CRM database. I developed and designed regular emails in BSD Tools targeted to a variety of constituent groups to promote our campaigns, events, and development goals. I regularly tracked and reported website growth and trends using Google Analytics. Utilizing multiple social media channels (Twitter, Facebook, Instagram, LinkedIn), I conceived and implemented successful social media campaigns to support advocacy, awareness and fundraising efforts. In collaboration with our development and government relations departments, I created and disseminated marketing materials for major events including our annual fundraising gala, large mayoral candidate forums, and our Color Line in the 21st Century speaker series. I created and produced a wide variety of marketing materials from annual reports to online videos using Adobe Creative Suite software. In my tenure, our social media community has grown by over 70% and our web traffic has increased by over 400%.

Selected Accomplishments

- Completely overhauled key sections of our website, in collaboration with our webmaster, including the creation of a new campaign landing page template that integrates our advocacy campaigns more effectively into our web architecture, highlights our campaign activities, and increases landing pages search engine optimization (SEO).

- Worked extensively with the Vice President of Policy and Advocacy on the (recently won) Paid Family Leave Insurance campaign. As the lead communications representative on this issue, my work has included designing and promoting a new campaign web destination and online action step for Paid Family Leave; producing materials for events, social media, and other print and web campaign products; as well as conceiving and producing testimonial videos featuring new mothers affected by the lack of paid leave.
- Worked with our Senior Labor Economist and VP of Policy to develop and launch a campaign aimed at obtaining discounted transit fares for low-income New Yorkers. Created online campaign architecture along with print and multi-media materials.
- Working with our Public Relations Director, researched, created content, and made media buys for an awareness campaign of a new healthcare program.
- Designed and produced multiple print reports including our annual reports and our major Unheard Third survey reports.
- Conceived and produced the CSS podcast *Fighting Poverty Strengthening New York* featuring our campaigns, programs, and events.
- Created original video, photography, and graphic design for campaigns, general marketing, and development projects.
- Managed hiring and work of outside contractors, communications interns, and volunteers.

Communications Director

The Fortune Society (New York, NY)

June 2014 – Jan 2015 (continued as Communications Consultant Jan 2015 – Dec 2015)

The Fortune Society's mission is to support successful reentry from prison and promote alternatives to incarceration. During my time at Fortune, I led all web, print, and social media communications initiatives for the agency. Nearly all agency print and online communications vehicles were redesigned and traffic and participation increased across the board. I updated, managed, and created original content for the organization's main website using Wordpress, and created regular emails using MailChimp email marketing software. I worked closely with the development department to produce marketing materials for fundraising appeals and events.

Selected Accomplishments

- Re-designed a weekly email newsletter to be mobile responsive, easier to read and understand and to drive more traffic to Fortune's main website. Open rates for this email increased by over 14%.
- Wrote and designed appeal letters which resulted in a noticeable increase in individual giving.
- Wrote copy for Fortune's CEO, Vice President, Board Chair, and other senior leaders for outlets ranging from the White House blog to the Fortune Weekly email.
- Expanded and improved agency-wide branding standards. Worked with leadership to ensure branding compliance.
- Project managed website redesign, including writing RFP, identifying possible vendors, interviewing and final hiring of a developer. Worked with staff to identify deficiencies in the old site, and managed project kick-off and timeline.
- Produced the nationally read (over 16,000 subscribers) reentry magazine "The Fortune News" including soliciting content, editing, design, layout, and production.
- Supervised part-time intern and full-time volunteer.

Media Producer/Health Care Policy and Planning Analyst

Elmhurst Hospital Center (Queens, NY)

2011 – 2013

At Elmhurst Hospital Center I quickly expanded my initial position becoming an essential part of the communications team handling nearly all media production and helping to develop new methods of internal communications.

Selected Accomplishments

- Co-led a communications team charged, as part of a hospital-wide initiative, with improving customer service survey scores. Created and managed a quarterly employee forum, developed branding for the campaign including logo design, and created graphic advertisements for print and online.
- Created the “We are EHC” campaign that focused on telling the stories of hospital staff to address the lack of community among employees in our large institution. The campaign included print and video components.
- Developed a new internal communications policy to align the hospital’s internal communications methods more closely with the goal of improved customer/patient satisfaction by requiring a patient-centered focus on all materials in public spaces, and by more closely monitoring and controlling the use of internal communications tools.
- Led a team to re-design the Queens Health Network (parent of EHC) intranet site to update its archaic framework and create a streamlined web portal for communicating important information to employees as well as serving as a resource for hospital data.

Media Consultant/Producer

Texas Association of Community Health Centers (Austin, TX)

2008 – 2011

My time at TACHC instilled my desire to work for a mission-based non-profit organization. Originally hired for a short-term audio editing assignment, I developed a strong relationship with TACHC, creating a variety of web, video, and print content.

Selected Accomplishments

- Conceived, scripted, produced, and edited educational and instructional videos on subjects ranging from board member training to network troubleshooting
- Project managed the organization’s website re-design including developing and reshaping external communications by utilizing social media and discussion groups.
- Created promotional materials and tradeshow booth graphics for multiple departments.
- Consulted with grant writers on planning for future media productions.
- Assisted in the launch of, and created materials for, a Community Health Center focused E-Learning website.

Borough of Manhattan Community College (NYC, NY)

Adjunct Professor – Sound for Television and Film

2011–2014

Taught two sections of sound production and mixing for television and film. Focus was primarily on understanding the process of sound recording and mixing and storytelling with sound.

Southwestern University (Georgetown TX)

Adjunct Professor – Theatre Sound Design

2008–2011

Taught 100 and 200 level classes on sound design for theatre. Class included instruction on sound equipment and usage, field recording, sound reinforcement, mixing, and sound effect creation and use.

Freelance Radio, Film, and Theatre Production.

Multiple Locations

Radio: Produced stories for the Canadian Broadcast Corporation, KUT Austin, The Tavis Smiley Show, World Radio Switzerland, and New Hampshire Public Radio. Other audio work for the New York Times, All Things Considered, The Current, Snap Judgment, NPR News, and others.

Film: Created, produced and edited the documentary film For the Love of Meat about the stories behind the best BBQ in central Texas. The film has screened in Texas, New Mexico, New York, Washington D.C., and at the Docville International Film Festival in Leuven, Belgium. www.fortheloveofmeat.com

Theatre: Sound Designer for theatres in San Diego, Austin, Boston and New York. Winner of the San Diego Critics Circle Award and the B. Iden Payne Award for best Sound Design.

PROFESSIONAL AFFILIATIONS

Board of Directors

Reach the World (www.reachtheworld.org)

June 2013 – August 2014

EDUCATION

M.F.A Theatrical Sound Design

Boston University

Documentary Radio

Salt Institute of Documentary Studies