

Jeffrey Alan Jones

Marketing, Communications, and Media Production

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A multi-talented non-profit communicator, marketing campaign manager, 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

- Video/Audio Production
- Graphic Design
- Web and Print Content Development
- Writing
- Photography
- Social Networking
- Creative Team Leader

EXPERIENCE

Associate Director of Content and Campaign Strategy

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

Jan 2015 – Present

The Community Service Society of New York 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, video production, social media, writing, and photography. Since joining CSS I have greatly increased our multimedia capability and production, and have regularly applied this to our advocacy campaigns. Our social media community has grown by over 50% since I first arrived and our web traffic has increased by nearly 400%.

Selected Accomplishments

- Worked extensively with the Vice President of Policy and Advocacy on the Paid Family Leave Insurance campaign, including collaborating on campaign events, communications, media production, and campaign strategy.
- Worked with the Director of Youth Policy and the policy team to develop a campaign to bring free college tuition to low-income New Yorkers. While the campaign is still in its early stages we have begun a collaboration with the Urban Youth Collaborative to assemble a coalition and produce materials to support our proposal.
- Led the updating of our website, in collaboration with our webmaster, to create a new campaign landing page to integrate our campaigns more effectively into our web architecture, and to highlight our campaign activities.
- Developed new methods to display data online, including new online maps of our data.
- Designed and produced multiple print reports including the Biennial Report and our major survey reports.
- Created original video, photography, and graphic design for campaign, marketing, and development projects (including our most popular Facebook post of all time).

Communications Director

The Fortune Society (New York, NY)

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

The Fortune Society's mission is to support successful reentry from prison and promote alternatives to incarceration. During my time at Fortune I have led all web, print, and social media communications initiatives for the agency. Nearly all agency print and online communications vehicles have been redesigned and traffic and participation have increased across the board. I have also produced regular photography and ideography for advocacy, awareness, and development activities.

Selected Accomplishments

- Re-conceived and designed weekly email newsletter to be mobile responsive, easier to read and understand, and to drive traffic to Fortune's main website. Open rates for this email have been climbing upward ever since (14% higher to date).
- 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.
- Designed and produced Fortune's annual report.
- Produced the nationally read (over 16,000 subscribers) reentry magazine "The Fortune News" including soliciting content, editing, design, layout, and production.
- Conceived and Produced the advocacy video "Bring Alvaro "Khalil" Cumberbatch Home" as part of Fortune's advocacy work to obtain the release of an employee being held by Immigration and Customs Enforcement. Khalil was release October 10th, 2104.
- Wrote and designed updated appeal letters which resulted in a noticeable increase in individual giving.
- Supervised part-time intern and full-time volunteer.

Manager of Marketing and Production

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

Jan 2013 – June 2014

Selected Accomplishments

- Conceived and produced graphic design and video content for the Paid Sick Days NYC campaign. Promoted the work through traditional and social media. My original video "Emilio" has received well over 16,000 views.
- Designed all visual media for two well-attended mayoral forums including electronic media, invitations, programs, flyers and other printed products.
- In collaboration with the marketing team, implemented a marketing calendar to plan and track our content delivery.
- Designed print materials for local print outlets including NYC Metro, El Diario, and New York Amsterdam News.
- Managed hiring and work of outside video production contractors.
- Designed new logos for the organization's main social media presence as well as the Leader of Tomorrow Initiative and the Next Door Project. Redesigned look of all social media streams.
- Designed multiple reports working with the policy department to most effectively convey their messages.
- Helped to conceive and implement multiple successful social media campaigns.
- Organized photo shoots and produced photographs for publication covers and web products.

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 new a 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.
- Produced the short documentary “SAFE” in conjunction with the Social Work Department to highlight the role that Sexual Assault Forensic Examiners play at EHC for use in examiner training and for patient/customer education.

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 a major company 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.

Adjunct Professor of Video Arts and Technology

Borough of Manhattan Community College (NYC, NY)

Spring 2011 – Dec 2014

Taught Sound for Performance and Media at BMCC instructing a very diverse student body. Class focused on gathering, creating and editing audio for clarity and audio storytelling. Students worked in Pro-Tools, conducted field recordings, and recorded in studio. Students also learned production management and planning.

Freelance Radio, Film, and Theatre Production.

Multiple Locations
Spring 2001 – 2014

I have worked professional as documentary radio and film producer, theatrical sound designer, and audio technician. Most recently my freelance work has included producing radio pieces for the Canadian Broadcasting Corporation and New Hampshire Public Radio, as well as co-directing, camera, and post-production on a documentary feature exploring central Texas barbecue (www.fortheloveofmeat.com). Visit my website at www.jeffreyalanjones.com to see selected samples.

PROFESSIONAL AFFILIATIONS

Board of Directors

Reach the World (www.reachtheworld.org)
June 2013 – August 2014

EDUCATION

M.F.A Theatrical Sound Design
Boston University

Graduate Documentary Radio Program
Salt Institute of Documentary Studies