

# Na'Tasha Jones

Experiential Producer & Integrated Marketing Strategist



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[LinkedIn](#)

## SKILLS

Integrated Marketing Strategy  
Experiential Production  
Campaign Creative  
Talent Management  
PR / Communications  
Mobile App Mgmt.  
Project Mgmt.

## LANGUAGES

German (Conversational)  
Spanish (Beginner)

## 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

## PROFILE

As a seasoned marketing and communications strategist, my passion and expertise lie in telling authentic and diverse brand stories that resonate with audiences. For more than 12 years, I've strategized and produced events and experiences, marketing communications, and social media campaigns to help brands foster meaningful connections with customers and build engaged communities.

## EXPERIENCE

### Amazon | Jul. 2021 - Present

#### *Amazon Music – Sr. Events & Experiential Mgr. (Jun. 2024 - now)*

Responsible for end-to-end strategy and production of in-person Amazon Music experiences for artists and fans, including global festival activations, livestreamed events, genre- and artist-led activations, and bespoke special events.

#### *Amazon Ads – Sr. Content Marketing Mgr., Event Programming (Jul. 2021–Jun. 2024)*

Led content production for Amazon Ads programming at international tentpole events, working closely with senior-level executives, celebrity talent and other key stakeholders to highlight the Amazon Ads brands story. Past events produced include Cannes Lions International Festival of Creativity, Online Marketing Rockstars, IAB Upfronts UK, Brandweek, Advertising Week, and Amazon Ads unBoxed. I also led content production for inclusion-focused industry events, such as ADCOLOR, 3% Conference, ANA Multicultural Conference, and Sistas in Sales Summit.

### RUNGRL | 2017 - Present

#### *Co-founder and Chief Content Officer*

Along with five fellow runners, I co-founded RUNGRL, a wellness brand and digital media company that uses running to impact wellness outcomes and representation for Black women. As CCO, I craft the brand voice and marketing strategy, and oversee a team of contributors and partners producing content, media campaigns, events and experiences, and brand partnerships.

RUNGRL has partnered with influential brands like HOKA, Under Armour, Outdoor Voices, Nike, Free People Movement and Essence Festival. Our work has been featured in *New York Magazine*, *Washington Post*, *Essence*, *Runner's World*, *Well+Good*, *AfroTech*, and more.

## SYSTEMS

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

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## REFERENCES

Ashlee Green  
CEO, RUNGRL  
Colleague  
T: 734.255.6122  
E: [Ashlee@rungrl.co](mailto:Ashlee@rungrl.co)

Tamon George, CEO  
CEO, Creative Theory Agency  
Colleague  
T: 202.725.9216  
E: [tamon@creativetheory.agency](mailto:tamon@creativetheory.agency)

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

## EXPERIENCE (continued)

**National Automobile Dealers Assoc. | Feb. 2017 – Jun. 2021**

***Sr. Manager, Convention & Event Marketing***

Along as lead for event Marketing, I developed communications for NADA's conferences, the "Automotive Industry Event of the Year" and 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 event production. I also oversaw management of the association's event mobile apps, supported PR and crisis communications, and served as a member of the NADA Inclusiveness Committee.

**Georgetown University | Feb. 2014 – Feb. 2017**

***Managing Editor, Alumni Communications***

As managing editor for all digital spaces for the university's Office of Advancement, I developed a broad range of communications, events and experiences aimed at community engagement for alumni and other potential partners with the university.

Key areas of influence included event production for special university events, supporting Georgetown's \$1.5 billion capital campaign, which reached its fundraising target a year ahead of the 10-year goal, and producing content and videos for the Georgetown Events mobile app. I also led content production for Georgetown's alumni website and various microsites, and social media outreach.

**Howard University | Aug. 2012 – Feb. 2014**

***Strategic Communications Specialist, Office of the President***

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 university events and social coverage, photography, magazine writing and editing, PR and crisis communications. I also led production for the blog and social media accounts of President Emeritus Sidney A. Ribeau.

## ADDITIONAL EXPERIENCE

**Rough Draft Creative | 2013 – 2022**

***Freelance Communications Consultant (self-employed)***

As a freelance communications specialist, I developed marketing content for contracted brands, including digital communications, event production, social media, and influencer content. Clients included Bacardi (brand portfolio), Creative Theory Agency, District Running Collective, Howard University, and more.