

Romanitha Jones

Little Rock, AR 72227 | CELL 501.502.9166 | E-MAIL magalenj29@gmail.com
EXPERIENCED BRAND MANAGER | PROFESSIONAL COMMUNICATOR/WRITER | PROJECT MANAGER

PROFESSIONAL EXPERIENCE

Director of Brand Management

August 2015 Present-The Design Group, Little Rock, AR

Provide long-term and day-to-day direction for brand management team in the development of external and internal communications, business processes and the strategic planning of a collective book of business valued at more than \$2,000,000

Develop innovative marketing campaigns for clients consisting of paid and earned media strategies, public relations initiatives, unique experiential marketing and sponsorship opportunities; clients include the Arkansas Adult Education Division of Arkansas Department of Career Services, FBT Bank & Mortgage, Little Rock Water Reclamation Authority, and First Security Bank

Senior Copywriter

July 2011 to Present-The Design Group, Little Rock, AR

Develop strategic communications plans to meet client-driven marketing goals

Write copy for print/radio/television/web ads and collateral for clients including the Little Rock Water Reclamation Authority, Little Rock School District, Arkansas Minority Health Commission, University of Arkansas at Pine Bluff and Philander Smith College

Instructor, Freshmen Writing I & II/Writing for Business and Government

September 2009 to 2011- University of Arkansas at Little Rock

Developed course curriculum, lesson plans, and lecture materials for freshmen writers and **managed collaborative writing projects** with more than 100 students over a two-year period

Communication Director

July 2007 to January 2009- Snap-on Equipment, Conway, AR

Collaborated with engineers, software designers, and manufacturing teams to develop copy for automotive service products literature including **sales brochures, advertisements, operating manuals, software documentation, and technical bulletins**

Wrote copy for national advertising with vendors such as Ford, Chrysler, Honda, Toyota, and Mercedes Benz

Served as **contact for media/investor inquiries and national promotion campaigns**

EDUCATION

University of Arkansas at Little Rock 72204

2020 | MA Professional and Technical Writing

2007 | BA Journalism

1997 | BA Marketing

PROFESSIONAL ASSOCIATIONS

Member Public Relations Society America

Advertising Federation of American

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