



Debbie S. George-Jones :: Chief Creative

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Multi-disciplinary, innovative professional with over 20 years of strategic experience in marketing, public relations, and communications in the nonprofit and corporate arenas. Master's degree in Communications from Georgia State University; undergraduate degree in Communications from Berry College.

Services

- **Strategic planning** | Create detailed map of what needs to be done when to generate maximum results.
- **Corporate identity and branding** | Analyze current situation to develop brand identity, including graphic standards, messaging, communication standards, look and feel, etc.
- **Project management** | Manage all facets, including timeline, research, vendor management, and more.
- **Print collateral** | Produce brand-centric, on-target, results-driven collateral.
- **Copywriting** | Write marketing plans, brochures, press releases, grants/sponsorships, Web sites and more.
- **Editing** | Edit for consistency, grammar and AP style, as well as company identity and standards.
- **E-marketing** | Create and maintain Web sites, e-communications, and targeted pay-per-click ad campaigns.
- **Media relations/publicity** | Create and execute publicity plans; develop and pitch story ideas.
- **Media materials development** | Write and produce media kits, fact sheets, press releases and media alerts.
- **Advertising** | Manage media buying and production. Write ad copy and ensure consistent messaging.
- **Promotions** | Create, analyze and implement promotions based on fit, goals and return on investment.

Experience

- **Public Communications Officer | January 2007 - present**
First Federal Bank | Harrison, Ark. | community bank with 20 offices and over \$800 million in assets
- **Board Member/Consultant | May 2006 - present**
Ozark Arts Council | Harrison, Ark. | non-profit arts venue hosting theater, dance, music, and workshops
- **Advisory Board Member & Adjunct Instructor | August 2006 - present**
North Arkansas College | Harrison, Ark. | Community College
- **Consultant | March 2005 - Present**
dSavannahCREATIVE | Atlanta, Ga., Brunswick, Ga., and Harrison, Ark. | marketing and public relations firm
- **Marketing Director | March 2003 - September 2005**
Center for Puppetry Arts | Atlanta, Ga. | largest non-profit arts organization in the US dedicated to puppetry
- **Marketing Director | April 2001 - February 2003**
Discover Mills | Lawrenceville, Ga. | 1.2 million square-foot shopping center

Additional marketing communication experience in a variety of capacities and industries.