

Debbie S. George-Jones

Multi-disciplinary, innovative communicator with a strategic perspective in the nonprofit and corporate arenas.

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Distinctive Qualifications

Leadership Overview:

- Talented in conceiving and implementing comprehensive high-impact, results-driven marketing initiatives and campaigns with emphasis on reinforcing brand strategies, achieving strategic goals, and ensuring profitability.
- Significant experience in identifying, hiring, training, and coaching the right talent for marketing and PR projects.
- Extraordinary ability to identify key players, generate project buy in from stakeholders, solve problems, remove obstacles, and coordinate efforts with various internal teams.
- Ability to develop relationships with agencies, vendors, and other groups to build partnerships and garner donations.
- Utilize exceptional organizational skills for efficient team- and self-management and consistent productivity.

Brand Management:

- Well versed in constructing brand-centric marketing plans that include a variety of mediums for maximum results.
- Adept at creating and maintaining consistency in messaging across multiple platforms.
- Experienced in market research and analysis to adapt to quickly changing, competitive markets.
- Consistently achieve stringent project deadlines, utilizing superior resource allocation skills.

Communications:

- Possess excellent written and verbal skills for articulating unique business drivers and creating procedures, internal memos, customer communications, collateral, press releases, websites, grants, proposals, etc.
- Exceptional ability to edit for consistency, grammar, and AP style, as well as company identity and standards.
- Build, analyze, and implement promotional opportunities based on fit, marketing goals, and return on investment.
- Conduct media buying, selection, and production; write ad copy; and analyze results.
- Create and execute publicity plans and manage media relations, from developing story ideas to measuring results.

Experience

Chief Creative & Consultant | March 2005 - Present

dSavannahCREATIVE | Atlanta, Ga., Brunswick, Ga., and Harrison, Ark. | marketing, public relations, and art

Manage creative boutique specializing in small businesses and non-profits. Provide a **full range of strategic marketing functions**, including development and execution of marketing plans, creation of branding initiatives, research, copywriting, advertising, graphic design, media relations, and Web site design and maintenance. Clients included Rebecca Holden Studio, Web Design and Copywriting; Georgia Council for the Arts, Marketing Consultant/ Graphic Designer; T-Shirt Construction Company, Marketing/Public Relations; inaugural East Atlanta Beer Festival, Publicist. **Wrote and launched Web site** (dsavannah.com) to promote consulting services and artistic endeavors.

Public Communications Officer | January 2007 - September 2011

First Federal Bank | Harrison, Ark. | community bank with 18 branch offices and over \$800 million in assets

Created and implemented ongoing **Marketing Plan** to ensure accurate and current messaging for Web site, radio spots, online advertising, signage, flyers, marquees, and statements. **Wrote and edited** all internal and external Bank communications. Coordinated with department heads to ensure regulatory compliance and accuracy of all materials. **Served as Webmaster** for www.ffbh.com, including timely updates, ongoing Site Update Logs for compliance, copywriting, design, and functionality. **Stewarded total redesign of site**, which launched Jan. 2008, including creating architecture, developing navigation, developing new look and feel, expanding content, writing copy, hiring and managing web firm, and working with hosting provider to ensure compatibility and compliance. **Conducted media relations**, distributed press releases, expanded media database, and followed up with media. **Developed Communications Standards** document for acceptable uses of various items, such as addresses, phone numbers, product names, etc., which was adopted Bank-wide. **Revamped existing brochures** and created new ones to incorporate branding and Communications Standards. **Served as project manager** for various tasks, including trademarking logos; revamping and maintaining FFB Store with logoed promotional items on Intranet; updating internal and external forms; managing specific direct mail programs; and creating and promoting scholarships. Worked with **various community groups** in creating materials, including Web design for North Arkansas Human Resources Association; copywriting and support for Youth Leadership Academy of Boone County; and promotion of the Mobile Mammography Unit. Assisted with events and fairs. Mentored marketing department assistants.

Awards:

- www.ffbh.com: named **Best Local Website** by readers of the *Harrison Daily Times* for 2007, 2008, 2009, and 2010
- Fall 2008 ICE TIP, which recognizes Team Members who exhibit the bank's Core Values of Integrity, Commitment, Excellence, Teamwork, Innovation, and Professionalism

Continued

Marketing Communications Manager/Board Member | May 2006 - November 2010

Ozark Arts Council | Harrison, Ark. | non-profit arts venue hosting theater, dance, music, and art exhibitions

Served as pro-bono consultant; elected to Board of Directors, including term as President; then hired by Board in Sept. 2009 to co-manage organization. Oversaw the planning and administration of the **annual budget**, as well as all performances and **programming** at the Historic 1929 Lyric Theater. Started the OAC's first exhibit space, the Oak Leaf Gallery, to showcase local artists. Developed **marketing materials and public relations** for all programming areas, including events hosted in the Lyric by the OAC, member organizations, and rentals. **Oversaw fundraising efforts**, including donor relations, creating collateral, soliciting sponsorships, donations and memberships, developing annual event, writing grant proposals, and preparing reports. **Served as Webmaster**; wrote and edited copy and created graphics as needed. Worked with nationally syndicated cartoonist and author **Jeff Koterba** from the *Omaha World Herald* to visit Harrison; created and promoted variety of community events including exhibit of his editorial cartoons, talk to high school students, lecture, and concert with his band.

Advisory Board Member & Adjunct Instructor | August 2006 - May 2010

North Arkansas College | Harrison, Ark. | community college

Served as member of Northark's Business Advisory Board. **Consulted** on curriculum standards. **Taught classes** in the Business/Technical Programs Department, including Business English and Introduction to Marketing.

Marketing Director | March 2003 - September 2005

Center for Puppetry Arts | Atlanta, Ga. | largest non-profit arts organization in the US dedicated to puppetry

Oversaw branding for mid-sized arts organization, including marketing and public relations for all programming areas: theater, museum, education, and development. Created and managed **annual marketing budget and strategic plan**. Hired and supervised staff of five. Oversaw copywriting and graphic design for **all printed materials**, including annual reports, educator's guides, and membership and season brochures. Worked with development staff to **create sponsorship materials**. Solicited corporate and media sponsors and maintained sponsor relationships. Generated almost \$1.3 million worth of in-kind donations. **Oversaw advertising**, including ad production and placement. Conducted and analyzed market research. **Served as Webmaster** for www.puppet.org, including copywriting and updates, managing graphic interface, and conducting e-marketing. Worked with pro-bono video production firm to film 10 original Center performances, then brought to market as DVD offering. Worked with pro-bono web development firm to redesign and re-architect Web site, which launched July 1, 2003. Worked with pro-bono graphic designer to revamp Center logo and corporate materials to coincide with 25th anniversary.

Awards:

- 2003-04 Adult Programs Brochure: Best of Category - 2004 Print Excellence Award, Printing Association of Georgia
- www.puppet.org: 2004 "Standard of Excellence WebAward" from the Web Marketing Association
- Finalist for 2004 TechBridge Technology in Innovation Award
- Recipient of 2005-07 Manning Selvage & Lee (PR firm) George Goodwin Community Grant

Marketing Director | April 2001 - February 2003

Discover Mills | Lawrenceville, Ga. | 1.2 million square-foot shopping center

Member of team that opened brand-new value retail/entertainment center and **orchestrated numerous Grand Opening activities**. Developed and implemented annual **Marketing Business Plan** and all aspects of marketing to increase gross sales and traffic count. **Managed budgets** in excess of \$3.3 million. Hired and supervised five marketing staff members. **Oversaw advertising**, including media buying, selection, and production. **Wrote ad copy** for radio and print, and ensured consistent messaging. **Produced collateral**, including stationery package, brochures, direct mail, and in-mall signage. Coordinated and analyzed **market research**. **Directed public relations firm**, coordinated press releases, conducted media interviews, and acted as center spokesperson. **Negotiated value-added promotions** with media partners and executed sponsorship programs. Developed and spearheaded **merchant communication**, including monthly meetings.

**Additional related experience through prior roles as Marketing Communications Manager at Worldzone.com, Atlanta, Ga. (September 2000 - April 2001); Marketing Director at Center for Puppetry Arts, Atlanta, Ga. (July 1996 - March 2000); various roles at Orkin Pest Control, Inc., Atlanta, Ga. (July 1992 - June 1996); Proofing Editor at Austin Kelley Advertising, Atlanta, Ga. (July 1993 - August 1994); Communications Designer/Staff Writer at Rollins, Inc., Atlanta, Ga. (May 1992 - November 1994); and freelance consulting (1993-2004).*

Education

Georgia State University | Atlanta, Ga. | MA Communications, cum laude, December 2000

Berry College | Rome, Ga. | BA Communications, cum laude, May 1993 | major: Communications | minors: Sociology and Spanish

Computer Skills

Macintosh and PC: Microsoft Office | Adobe CS5: Photoshop, Illustrator, Dreamweaver | Quark | Pagemaker