

Jay M. Jones

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Professional Summary

Marketing and communication professional with over ten years experience from a wide variety of disciplines, providing potential employers with a well-rounded employee that can help any business overcome any challenges.

Proprietor for keeping UP w/JONESES Marketing Solutions (jaymjones.com) – 2009 to present

- Creation and maintenance of online freelance web site, portfolio and blog
- Customizing and implementing marketing plans for select clients
- Executing various social media and SEO techniques to support client needs

Marketing Manager for Nelda C. and H.J. Lutch Stark Foundation (Orange, Texas) – 2010 to April 2013

- United multiple venues under a single umbrella brand and web site (starkculturalvenues.org)
- Created membership program and membership benefits for STARK Cultural Venues
- Oversaw development of all marketing collateral, working directly with venue directors
- Utilized various marketing channels, including print, web, social media, tv, billboards, radio, expos and tradeshow
- Secured unique marketing opportunities to promote STARK Cultural Venues at state, regional and national levels
- Developed and maintained marketing budget

Publications Director/Marketing Manager for Patton Medical Devices (Austin, Texas) – 2005 to 2009

- Oversaw all print and web collateral, working directly with sales staff and department leaders
- Developed all marketing materials, including product packaging, user guides, brochures, newsletters and white papers
- Established collateral inventory system, managed the print budget, and maintained vendor relations
- Designed and maintain corporate web site (www.pattonmd.com) and product web site (www.i-port.com)
- Collaborated with various industry leaders for cross-marketing efforts and public relations campaigns

Senior Publication Specialist for Affiliated Computer Services (Austin, Texas) – 2000 to 2005

- Implemented the Children's Health Insurance Program (CHIP) in Texas with a small team of professionals
- Enrolled over 525,000 members on CHIP, surpassing membership goals set by the State of Texas
- Designed, wrote, and developed fulfillment strategy for all member correspondence
- Developed all in-house collateral, including training materials, event posters, employee awards and certificates
- Participated in the development of the CHIP account intranet

Writer for The Southwest File (San Marcos, Texas) – 1999 to 2000

- Wrote book reviews, editorials and short stories
- Assisted with layout and design

Founder/Editor for EditRight Online Editing Service (San Marcos, Texas) – 1998 to 2000

- Created and designed online editing service
- Proofread, edited, formatted and rewrote documents according to client's needs

Supervisor for Texas Parks and Wildlife Department (TPWD) Reservation Center (Austin, Texas) – 1994 to 1998

- Oversaw the training, evaluation, scheduling and consultation of 30+ reservation agents
- Coordinated efforts between Texas State Parks and the TPWD Reservation Center
- Handled all customer complaints and escalations
- Analyzed call center statistics for process improvements

Professional Associations

- Board of Directors - Texas Forest Trail Region (Texas Historical Commission's Program) – 2011 to present
- Board of Directors - Greater Orange County Chamber of Commerce – 2012
- Advisory Board for SoutheastTexasEvents.com – 2010 to 2011
- Leadership Southeast Texas Alumni – 2011
- Organizer for Austin Design and Media Meetup Group (Austin, Texas) 2007 to 2008
- Editorial Board of the ACS State Healthcare Newsletter – 2004 to 2005

Education

B.A. in Geography with Writing Minor at Texas State University–San Marcos, Texas – 1999

proficiency



office



acrobat



photoshop



illustrator



indesign



premiere



encore



flash



dreamweaver



wordpress



facebook



twitter



linkedin