



Phone : 212-260-0878

Cellular: 917-686-8385

E-mail: [Zella@MarketXMarket.com](mailto:Zella@MarketXMarket.com)

## P r o f e s s i o n a l   S u m m a r y

### **Market by Market Communication (New York). 1985-Present**

#### **Principal Consultant.**

Specialization in marketing/communication projects and campaigns. Practice centers on strategic marketing objectives and creation of effective outreach vehicles through print, live and electronic mediums. Services: strategic planning (evaluating resources, message priority, outreach); production (content, design, coordination and management). Products: public affairs/ relations campaigns; events (benefits, seminars, conferences, cause-related); web content and design; collateral materials (brochures, annual reports, white papers, magazine supplements, published articles). Clients: media, arts, financial service, technology, business to business, retail, for profit and nonprofit sectors.

Current project and client portfolio: [www.marketxmarket.com](http://www.marketxmarket.com)

### **Warner Amex Cable Communications (New York). 1981-1983**

#### **Corporate Management. Director Advertising/Marketing Services.**

Coordinated launch of local/national marketing and advertising network of cable franchisers in a matrix management structure (Boston; Washington, D.C.; Norfolk; Columbus; Cincinnati; Pittsburgh; Houston and Dallas) for the second largest cable franchiser in the U.S. Built marketing strategy for ad-supported cable programming, trained marketing and sales personnel, created reporting and analysis structure, produced marketing events and promotions. (Warner/Amex Cable was purchased by Warner Communications in 1983 and eventually absorbed in the Time/Warner Cable merger.).

### **TIME Magazine (New York). 1976-1981**

#### **National Marketing and Advertising Sales**

Raised TIME national and international market share in electronic categories among news weeklies (*Newsweek*, *Business Week*, *U.S. News & World Report*) from #3 to #1 nationally, as Time's first woman category manager. Initiated industry research; sales strategy and goals in electronic and photographic categories for a Time's advertising sales force, world-wide. Produced and managed all TIME sponsored events and promotions in these advertising categories.

## E d u c a t i o n   &   P r o f e s s i o n a l D e v e l o p m e n t

**Clark University** (Worcester, MA), BSGS, Major English Literature/Minor Biology

**Harvard University** – *Continuing Education* (Cambridge, MA) - Eastern Philosophy & Religion

**National Telecommunications and Information Administration, US Dept of Commerce,** (Washington, D.C.): *Falling Through the Net: Defining the Digital Divide*, November, 1999.

**Milano School of Management & Urban Policy, New School University**, (New York) Center for New York City Affairs Lecture Series, 2000-2002; Financing Community Empowerment, June 2005.

## P u b l i s h e d   W o r k

***Funding's Gender Gap***, the Association of Black Foundation Executives, Fall Newsletter, 2006

***The Brooklyn Century***, John Manbeck and Zella Jones, BRIC, 2001.

***Neighborhoods of Brooklyn***, consulting editor, John Manbeck, managing editor, Zella Jones, Citizens Committee for New York City/ Yale University Press, Nov. 1998

## C o m m u n i t y   S e r v i c e

**Community Board #2 Manhattan**, Member, Chair Sidewalks Committee, 2007, Member Social Services, Chinatown and Website Committees.

**Noho Neighborhood Association**, Chair, 2001-2007. Steering Committee, 1996-/2001.

**Quality of Life Summit**, Principal Coordinator, June 22, 2006 (See "S.L.A.'s Daniel walks into Soho lions' den," by Albert Amateau, *The Villager*, June 28, 2006).

**Quality of Life Forum**, Principle Coordinator, March 2, 2006. (See "Deputy mayor: Bloomberg will push for a city S.L.A. commish," by Albert Amateau, *The Villager*, March 8, 2006).

**Housing Matters**, (Transitional Housing for Ex Offenders), Board Chair, 2005.

**Resident Advisory Council, NYC City Council District 1**, Member (Arts, Social Services, Housing, Senior Services, Community Facilities), 2004-present.

**Kenton Hall Men's Shelter**, (Transitional Housing and Methadone Clinic) Advisory Board, 2001-04.

**Crown Heights Unity Day**, Volunteer Press Coordinator, 1997-2002.

**CityArts/New York State Council of the Arts/ Mural Project** Coordinator, 1994.

## V a r i o u s   P r e s s   a n d   P u b l i c I n f o r m a t i o n

Google: "Zella Jones" NYC