

Zella Jones

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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). Services: public affairs/ relations campaigns; events (benefits, seminars, conferences, cause-related); web content and design; collateral materials. Clients: media, arts, financial service, technology, business to business, retail, for profit and nonprofit sectors. Current project and client portfolio: 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.

17 Bleecker St., Ste 500, New York, NY 10012-2455

P u b l i s h e d W o r k

Tale of two cities for residents and the club crowd, by **Zella Jones**. There are some who believe we are two cities — daytime **New York** and nighttime **New York** — and we have just two economic engines. ... www.thevillager.com/villager_200/taleoftwocitiesfor.html - 20k

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

Chinatown Working Group, Vice Chair Economic Development Working Team, and CWG Website Developer, 2008 to the present. www.chinatownworkinggroup.org

Community Task Force on NYU development, Member and website developer, 2007 to the present. www.communitynyc.org

Community Board #2 Manhattan, Member, Chair Sidewalks Committee, 2007 to the present, Member Social Services, Chinatown and Website Committees. www.cb2manhattan.org

NoHoManhattan.org, Founder, 2002 to the present. www.nohomanhattan.org

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

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

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