

# 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](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.

**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](http://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](http://www.chinatownworkinggroup.org)

**Community Task Force on NYU development**, Member and website developer, 2007 to the present. [www.communitynyc.org](http://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](http://www.cb2manhattan.org)

**NoHoManhattan.org**, Founder, 2002 to the present. [www.nohomanhattan.org](http://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

Google: "Zella Jones" NYC