

Pittsburgh CLO

Public Relations & Marketing Manager | 2010-Present

- Develop and execute Pittsburgh CLO's annual Marketing and Communications strategy in collaboration with several departments
- Oversee all aspects of Pittsburgh CLO's print and digital marketing efforts including strategy, creative concept, and budget
- Manage strategy, budget, content, and execution for Pittsburgh CLO's social media — growing organization's fan base 50%+ annually
- Supervise and mentor Marketing Assistant, team of interns, and student volunteers
- Serve as sole press and media representative for the organization, both on-air in the media and through external communications
- Create content and co-manage pittsburghCLO.org and CLOCabaret.com, as well as brand pages on CulturalDistrict.org, increasing conversions through thoughtful SEO and design
- Serve as copywriter and copy editor for all departments
- Write and provide creative concept for *CLOseups* newsletter
- Cultivate press, media, and vendor relationships across a variety of platforms such as television, radio, print, and online
- Create and distribute press releases, press kits, and media materials for all Pittsburgh CLO product lines
- Provide Communications and Production support annually for the National High School Musical Theatre Awards in tandem with the Broadway League and programs across the country
- Additional duties include attendance at social and special events

Group Sales Manager | 2007-2010

- Created position which required the management of all Group Sales efforts including social, corporate, and tour group cultivation and attendance at trade shows
- Developed and marketed the Pittsburgh CLO corporate ticket buyer program and executed large-scale buyouts
- Conceived and executed all special events including: Dinner and a Show, Girls' Night Out "Manicures, Massages & Martinis," Girl Scout sleepovers, master classes, and others

CLO Cabaret Sales & Marketing Associate | 2005-2007

- Responsible for CLO Cabaret marketing and group sales initiatives in addition to Cabaret media pitches and appearances, interviews, and general company management
- Collaborated with Associate Artistic Director on audience development and programming
- Established Pittsburgh CLO social media presence and cultivated followers

Contact Me



Email

AjaJones53@gmail.com
www.aja-jones.com



Phone

412-708-2409

Skills

Marketing Strategy
Social Media Plan & Policy
Public Speaking & Presenting
Project Management
Meltwater Press & News
Mail2 and Constant Contact
Google AdWords & Analytics
Adobe Marketing Cloud
MS Office Suite
Proficient in Photoshop
Advanced CMS and SEO
Tessitura
Photo/Video Shoot Direction

Education

University of Pittsburgh
BA Interdisciplinary
Theater Studies

University of Exeter
Exeter, England
MA Staging Shakespeare
Placements:
Shakespeare's Globe,
Royal Shakespeare Company

British Academy of
Stage & Screen Combat
Stage Combat Certification

Volunteer Work • Misc.

[Beverly's Birthdays](#) Board

[Asera Care Hospice](#)

[PA E-Mentor](#)

Moderator, Panelist, and
Planning Committee for

[NAMT](#) Conference

3-time "Women in Business"

-*Whirl Magazine*