



SOCIAL MEDIA STRATEGIST, CREATIVE JOURNALIST, CURATOR

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### **Utility Agency, ABQ, NM-- October 2015 --**

Research and Content Development

Gathering, organizing and editing information for Utility clients. Researching social media events, stories and trends to support the development of social media posts relevant to clients. Social media management for select clients.

### **Griffin & Associates, Social Media Strategist, ABQ, NM -- April 2011 -- July 2014**

Provided digital marketing and social media for multiple clients, from mom & pop businesses to multi-million dollar tourism accounts using Facebook, Twitter and Pinterest. Managed fan pages with more than 10,000 followers across multiple platforms. Supported the Taos Chamber Commerce through online customer service via Facebook.

### **ABQ Zine Fest, ABQ, NM October 2011 --**

Producer/Founder-- Project Manager, PR/Marketing Director for ABQ Zine Fest, established in 2011 as a free to-the-public event to celebrate DIY publishing of zines and comics. Produces zine-related events including zine-making workshops, and other events throughout the year for local zinesters and touring professional writers. Organizes, monitors and reviews registration process for all vendors. Provides individual support to vendors. Collaborates with local artists and business to organize zine fest events. Coordinates and generates all promotional materials, including copy for radio and print advertising. Leads fundraising efforts. Creates original content for ABQ Zine Fest's social media, including Facebook, Twitter, Pinterest, Tumblr. Organizes all community fundraising events.

### **The Tannex Performance Space March 2013 --**

Producer/Co-Founder -- The Tannex -- ABQ, NM

Co-founder, Curator, Producer, PR/Marketing and Booking Agent for the independent performance venue, The Tannex, established March, 2013. Produced more than 200 events, performances and fundraisers in three years of operation. Books and manages multimedia performances, lectures, festivals and art exhibitions. Creates and markets original community events. Updates the Tannex website and maintains all forms of social media. Organized and helped execute the community event: Al Hurricane Mural-- Paint by Numbers in Barelvas, located at 4th Street at Cesar Chavez, in South West Albuquerque.

### **New Mexico Jazz Workshop, Marketing Coordinator--NMJW, March 2009--2013**

PR/Marketing Coordinator for face-paced, multi-faceted nonprofit that produces more 70 public events

per year. Copywriter for on-air advertising for non-profit and for-profit radio. Maintained strong relationships with local media outlets. Worked directly with regional, local, national and international artists. Coordinated all aspects of marketing, writing, editing, and graphic design. Implemented all marketing plans. Produced web content, wrote press releases, designed direct mail materials, managed all social media, including Facebook, Twitter, Tumblr and Pinterest to reach new audiences. Maintained database created and distributed the weekly newsletter sent to 2,000 members and supporters via Constant Contact. Increased revenue for the non-profit by \$80,000+ in two years through initiating their online sales campaign. Created the digital design for Clear Channel Spectracolor Boards to showcase nonprofit's events, viewed by thousands of New Mexicans. Used Adobe Illustrator and Photoshop, Mac and PC applications. Provided customer service to members and visitors. Helped organize the NMJW Summer Music Series, and all other fundraising events.

### **Education and Certification**

University of New Mexico, B.A. Creative Writing 1992-1994

Dell'Arte International School of Physical Theatre, Blue Lake, CA 1999

Nob Hill Yoga, 200-Hour Yoga Training Certificate, Albuquerque, New Mexico 2010

### **References**

Dovya Friedman, Owner, Utility Agency

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Marisa Demarco, Technical Journalist/News Reporter

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## Writing Samples

Democracy by the Pint: an interview with Ale Republic

<http://alibi.com/food/47607/Democracy-by-the-Pint.html>

Bragging Rites: a review of Billy Bragg's Album, Tooth & Nail

<http://maryaerrinjones.com/uploads/3/7/5/9/3759842/toothandnail.pdf>

Kombucha Revolution: Book review

<http://alibi.com/art/47215/Kombucha-Revolution-75-Recipes-for-Homemade-Brews.html>

## Skills

Wordpress, Tumblr, Facebook, Twitter, Instagram, HTML, graphic design, public speaking, copywriting, event coordinator, digital photography, accordion.



To view my social media, please visit my website:

**maryaerrinjones.com**

