

# Jennifer Ogunsola

Writer / Communications and Marketing Professional

Atlanta, GA

[www.jowriter.com](http://www.jowriter.com)

## TEACHING EXPERIENCE

Goucher College, Towson, Maryland

Welch Center for Graduate and Professional Studies, Master of Arts in Management

February 2015 – February 2016, **Adjunct Professor, Communications**

- I taught communications to graduate students in the Master of Arts in Management program. The course gave an overview of the elements of effective professional communications, including writing clear, concise copy; developing and implementing a strategic communications plan for an organization; communicating messages to various audiences in creative ways; crisis management; and effective public relations and media strategies.

## PUBLIC RELATIONS, MARKETING & COMMUNICATIONS EXPERIENCE

Hartsfield-Jackson Atlanta International Airport, Atlanta, GA

November 2016 – Present, Airport Manager, Marketing and Creative Services

- As the airport manager of Marketing and Creative Services, I manage essential functions related to driving incremental revenue for the airport, while developing compelling initiatives to support domestic and international marketing. As a leader of the marketing team, I collaborate with members of my team to build the brand of the airport via advertising campaigns and media placements. The marketing team works closely with all departments throughout the airport to support new initiatives that create awareness on the services and functions within the airport.

Atlanta Workforce Development Agency, Atlanta, GA

February 2015 – November 2016, **Communications Director**

- Served as the strategic advisor to the Executive Director and senior management on both internal and external message development and collaborated with the Mayor's Office of Communications Director to develop and execute integrated marketing and communication campaigns and initiatives. I was responsible for all written and digital materials that conveyed information about the Agency and the Mayor's vision for workforce development throughout Atlanta, and developed both short and long-term communications plans. I also led the rebranding of the Agency while serving as the key spokesperson and managing the operations of the Communications Office, including hiring and training, and budget development and oversight.

City of Atlanta's Department of Parks and Recreation, Atlanta, GA

October 2012 – February 2015, **Communications Manager**

- I was responsible for developing and implementing critical communications strategies, including the Department's communications plan, while serving as the department's spokesperson and delivering strategic counsel to the Commissioner on message development and media management. I also oversaw the recruitment, development, management and training of all communications talent.

City of Atlanta Mayor's Office, Atlanta, GA

October 2009 – October 2012, **Media Relations Manager**

- In this role, I led Mayoral projects and initiatives and supervised junior staff members; wrote the City of Atlanta's Brand and Marketing Guidelines, talking points and Mayoral speeches; staffed the Mayor on national and local interviews & other important events; wrote & distributed press materials to national and local media and maintained media contact distribution lists; created & executed communication plans for Mayoral programs; and, created and led the Mayor's Office of Communications Internship Program

Mayor's Office of Promotion & the Arts, Baltimore, MD

Nov. 2006 - April 2008, **Public Relations Associate**

- Wrote press releases and other PR materials; wrote and updated web content; pitched and executed media plans for events, assisted in securing and maintaining media trades; and acted as company media representative while working on overall communications efforts

Baltimore City Department of Public Works, Baltimore, MD

Sept. 2006 - Nov. 2006, **Media Assistant**

- Wrote and researched information for press releases; corresponded directly with local media professionals

## **EDITORIAL EXPERIENCE**

National Publications/Networks (*Black Enterprise, AOL, Washington Post's The Root, Upscale, Loop21, BET etc.*)

June 2009 – Present, **Freelance Writer**

- Write and edit stories on news, culture, lifestyle, health, and entertainment; interview notable individuals on deadline; and, pitch story ideas to editors

Avenue Report Magazine, Washington, DC

April 2007 – January 2009, **Editorial Assistant**

- Wrote features for magazine and website and assisted the editor-in-chief with all editorial duties; managed the workflow, deadlines and responsibilities of all editorial interns and other writers; and, edited, researched and fact-checked information for web based products and for each magazine issue.

TRACE Magazine, New York, NY

Jan. 2006 - May 2006, **Editorial Intern**

- Conducted interviews with recording artists and published short pieces in the magazine; researched information for upcoming magazine issues; and, wrote weekly gossip columns and assisted the senior editor in creating a weekly newsletter for the magazine

## **BROADCAST EXPERIENCE**

Radio One (WERQ, WWIN, WOLB), Baltimore, MD // (WPHI 100.3), Philadelphia, PA

April 2008 – June 2009, **Production Engineer**

Sept. 2003 - Jan. 2005, **Broadcast Promotions/On-Air Intern**

- Assisted the program director and production director with on-air and off-air duties

Black Entertainment Television (BET), Washington, DC // New York, NY

May 2008 - September 2008, **Production Assistant**

May 2004 - Aug. 2004, **Writing & Production Intern**

- Wrote scripts for national cable television show, *The Center*; conducted interviews with national recording artists and assisted in backstage production of the tapings; assisted producer with development of show ideas and all phases of production; prepared host for shows and developed show ideas and assisted in all phases of production; and, edited & researched the nominee information for the BET Hip-Hop Awards

## **PROFESSIONAL ORGANIZATIONS & LEADERSHIP ROLES**

2016– Present LEAD Atlanta, Leadership Team for the Class of 2017

2015– 2016 LEAD Atlanta, Class of 2016

2013 – 2015 ColorComm: Women of Color in Communications, **Executive Director**, Atlanta Chapter

2014– Present Pink Lemonade Stand Foundation, **Board Member**

2010 – 2014 Atlanta Association of Black Journalists, **Member**

2005 – 2014 National Association of Black Journalists, **Member**

2008 – 2011 Society of Professional Journalists, **Member**

## **EDUCATION**

**University of Baltimore, Baltimore, MD**

*M.A.* - School of Communications Design at the Yale Gordon College of Liberal Arts—*May 2009*

**Temple University, Philadelphia, PA**

*B.A.* - School of Communications & Theater and College of Liberal Arts—*May 2006*

(Broadcast Journalism & Political Science)

National Society of Collegiate Scholars & Dean's List