

TRÉS JONES

STRATEGIST

EDUCATION

CONTACT:

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VCU BRANDCENTER

Richmond, VA

May 2022

M.S. Business, Concentration in Strategy

ELON UNIVERSITY

Elon, NC

May 2020

B.A. Strategic Communications,
Minor in Photography

- 2021 4A'S MAIP FELLOW
- 2020 IRTS FOUNDATION FUTURE MEDIA LEADER ALL STAR

HONORS

SKILLS

TECHNICAL

- Adobe Suite
- Photography
- Final Cut Pro X
- DSLR Cameras and Accessories
- Brandwatch

PROFESSIONAL

- Consumer Journey Mapping
- Target Personas
- Brand Positioning
- Brief Writing
- Brand Identity
- 4C's & SWOT Analysis
- Focus Group Moderation
- Competitive Analysis
- Public Speaking
- Ethnographic Studies

EXPERIENCE

BRAND STRATEGIST

TBWA\Chiat\Day, Los Angeles, CA

June 2022 - Present

- Designed and wrote the creative briefs for '23 Gatorlyte, '23 Gatorade Zero, '23 Gatorade Product Efficacy, and J.J. Watt retirement campaign messages.
- Conducted qualitative research to assist and reinforce product messages to the clients' core audience.
- Assist the broader strategy and Gatorade team at Chiat LA.

BRAND STRATEGY INTERN

MullenLowe, Los Angeles, CA (Remote)

Jun 2021 - Aug 2021

- Examined and presented innovative case studies to the MullenLowe strategy department that outlined learnings and implications for current clients
- Contributed to internal facing creative briefs for Acura and California Avocado's creative teams
- Collaborated on a competitive audit for Hawaiian Airlines

MARKETING AND COMMUNICATIONS INTERN

Professional Photographers of America, Atlanta, GA

May 2019 - Aug 2019

- Wrote articles, newsletters, blog posts, and press releases for the PPA website following AP style
- Created a buyer persona manual for PPA clients that outlined how to define and identify their target audience

BRAND PLANNING INTERN

EP+Co (Erwin Penland), New York, NY

Feb 2019 - May 2019

- Examined and presented branding and marketing strategies used during the 2019 Super Bowl to the EP+Co Strategy department
- Assisted with the compilation of data in creative briefs for Puma, Men's Wearhouse, and Morgan Stanley
- Analyzed data on Brandwatch to identify industry trends for John Deere and Men's Wearhouse

INTERESTS



MY NBA2k
MyPlayer



PORTRAIT
PHOTOGRAPHY



LOVE FOR
TIGERS



NPR TINY
DESKS



LEARNING
TO DJ