

# JAMEAN BERRY

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(719) 320-0796

## CAREER FOCUS

Offer 15+ years of proven success in the development and management of creative, communications, and marketing projects with (proven success) for accomplishing client's as well as internal management's goals in areas including business development, image, community participation, market development, readability, and consistency. Seeking a position utilizing a diversity of corporate business development, marketing, client relations development, public/internal employee relations, and professional writing skills to advance a business' (1) Visibility within the community; (2) Market Share; and (3) Client Retention. Background includes creative, journalism, editing, public relations, project management, and leadership accomplishments. Recognized as an expert in crafting compelling narratives through visual storytelling and digital media to resonate with diverse audiences.

## CORE COMPETENCIES

Public Relations & Media Strategy  
Photography & Visual Storytelling  
Cross-Functional Team Leadership  
Media Relations

Strategic Communication & Messaging  
Crisis Communication Management  
Social & Digital Media Campaigns  
Content Development & Journalism

## PROFESSIONAL EXPERIENCE

ADAPTING SOCIAL, LLC, Point Pleasant, NJ .....4/21 - 12/24

### Director of New Partnerships

Recruited to this company to use proven professional selling skills and overall business knowledge related to advising clients on marketing, sales promotions, advertising, and media placement. Have developed a track record for effective management of sales, service, and marketing for this full-service digital marketing agency. Use team building, client relations building, and leadership skills to determine/set agency goals and to direct the day-to-day operations.

- Drive media relations efforts, including press releases, media pitches, and crisis communication.
- Oversee cross-functional teams to deliver integrated marketing and communication strategies.
- Provide key concept development, creative, and strategic marketing and promotional ideas to creative staff.
- Train and mentor new hires in communication techniques, media outreach, and client relations.
- Develop monthly reports detailing communication outcomes, media coverage, and audience engagement.
- Consistently exceed targets, increasing client acquisition and revenue by 75%.

811 VENTURES, Colorado Springs, CO ..... 11/19 - 3/20

### Assistant Manager

Used professional selling skills and overall business knowledge related to advising clients on public and media relations, marketing, sales promotions, advertising, and media placement. Lead strategic public relations initiatives to enhance brand visibility and stakeholder engagement. Utilized extensive knowledge in communications and brand marketing management efficiency through key public relations, advertising creation, marketing administration, and client support roles.

- Conducted media training for team members on best practices in communication and outreach.
- Delivered presentations and reports on campaign performance and public perception.
- Developed business alliances and contacts within the community to strengthen public awareness and increase market share.

U.S. MARINE CORPS, Camp Pendleton, CA ..... 5/08 - 12/16

### Director of Cinematography / Cinematography

Directed photography and cinematography operations, producing high-impact visual content for internal and external audiences. Created and executed communication strategies that supported military operations and public affairs objectives.

- Published articles and photographs in notable military publications, enhancing the Corps public image.
- Collaborated with leadership to develop media content that aligned with organizational goals.

## EDUCATION

COLORADO STATE UNIVERSITY, Pueblo, CO

**B.B.A. Marketing** 1/17-12/19

GPA: 4.0/4.0 Graduated with Honors

*Professional Training:* Digital Multimedia - Defense Information School

Journeyman Photography - U.S. Department of Labor

*Technical Acumen:* Adobe Premiere Pro / After Effects / Creative Suite / Photoshop, Final Cut Pro, and Video Editing/Graphic Software.