

## **Charles Jones**

63 N Plymouth Ave., Rochester, NY 14614

cjones@cjonespr.com

Phone: (305) 987-7418

### **EXECUTIVE SUMMARY:**

Versatile and resourceful marketing and public relations professional with a track record of successfully recommending, implementing, and evaluating corporate communications, B2B and B2C marketing campaigns, media relations, crisis communications, stakeholder engagement, diversity initiatives, and community engagement activities to enhance an organization's visibility, reputation, and profitability objectives.

### **EXPERIENCE:**

#### **Owner**

##### **CJones PR, Inc.**

*Rochester, NY and Fort Lauderdale, FL (June 2009 - Present)*

Manages freelance public relations agency focused on national publicity, event marketing, legal marketing, public affairs, digital content creation, and crisis communications/reputation management for public and private companies in a variety of sectors: legal, construction and engineering, real estate, banking and financial services, hospitality, health care, technology, pharmaceutical/biotech, consumer products, government, sports and entertainment, and waste management.

- Currently directs media relations, social media, and patient outreach for AIM ImmunoTech.
- Top achievements include handling crisis management and media relations for a law firm connected to the fourth-largest financial crime (Ponzi scheme) in U.S. history; and managing crisis communications, media relations, and community engagement for the U.S. operations of one of the world's leading waste management companies.
- Handles all aspects of managing the firm, including maintaining client roster, securing new business, billing, and collections. Hires, trains, and supervises local and remote staff while building teams to handle client projects and initiatives.
- Maintains extensive national media database and proactively pitches news stories and coordinates interviews.
- Designs and presents high-level media training and speech coaching programs for C-suite and executive clients.

#### **Public Relations Consultant and Construction Program Coordinator**

##### **Milian, Swain, and Associates**

*Miami, FL (August 2019 – April 2021)*

Served as a consultant to the City of Miami's Office of Capital Improvements to create, implement, and manage internal and external public relations, branding, and community engagement campaigns. Directs marketing communications for signature projects such as the Stormwater Master Plan, \$400-million Miami Forever Bond, Flagler Street Revitalization, Miami Marine Stadium Restoration, I-395 Underdeck, and critical infrastructure initiatives related to climate change, sea level rise, urban flooding, affordable housing, traffic calming, sustainability, and resiliency. Also drafted and tracked grant legislation for City Commission approval.

- Developed high-level strategic rebranding and outreach campaigns by collaborating with elected officials, city departments, construction engineers, building architects, real estate developers, and numerous stakeholders.
- Prioritized PR objectives to align with the mayor's vision, then set key performance indicators to measure the effectiveness of the campaigns while carefully adjusting the tactics to improve the results as necessary. As a result, positive citizen engagement increased dramatically by 325% over last year.
- Crafted statements, press releases, social media content, presentations, and project updates to reinforce key messages, value statements, and core principles. Emphasis placed on City's solutions to address sea level rise and regional flooding.
- Supervised assignments and managed budgets for several outside public relations and marketing agencies.
- Advised the Community Outreach and Engagement Team on the best practices for commissioner briefings, special events, groundbreakings, ribbon cuttings, seminars, site tours, public information requests, and one-on-one meetings.
- Proactively secured national and local speaking engagements, media interviews, and thought-leadership opportunities for the Director as well as the primary construction and project managers.
- Managed and guided outside agency and vendor briefings for adherence to timing and content requirements to ensure alignment with the brand guidelines and strategy.

#### **Senior Client Development Manager: Akerman LLP**

*Fort Lauderdale, FL (July 2018 – August 2019)*

Am Law 100 law firm with 700+ attorneys in 25 offices across the United States.

- Provided national business development, client relations, lateral integration, and marketing communications support for the Litigation, Labor and Employment, and Tax Practice Groups. Led client staff meetings to present new ideas, review business plans, develop thought leadership, and evaluate ongoing cross-marketing and business prospecting activities.

- Orchestrated public relations and community engagement partnerships for the firm's regional offices in Florida, New York, Chicago, Atlanta, and Washington, DC.
- Served as marketing manager for the national equality and inclusion programs.
- Introduced individual attorney business plan review system bolstering each practice group's business development and client engagement objectives.
- Generated customized pitch books for prospective clients and drafted responses to RFPs.
- Compiled intelligence reports on competitors, markets, industries, and target clients, then either acted on or advised practice group leaders on pertinent information collected from the analysis.
- Reimagined messaging concepts and improved the firm's performance at internal and external events like client seminars, networking events, industry conventions, and specialized webinars.

**Marketing Communications and Business Development Director: Conroy Simberg**

*Hollywood, FL (June 2017 – July 2018)*

Civil litigation and insurance defense law firm with approximately 150 attorneys in 12 regional offices throughout Florida and Georgia.

- Developed strategic marketing communications programs that supported the firm's goals for new business, client development, and cross-marketing opportunities.
- Provided individualized partner coaching and associate training in marketing and business development.
- Used Salesforce CRM to track, analyze, and report data related to marketing, client retention, and lead generation.
- Identified opportunities and submitted responses to RFPs and new business pitches/presentations.

**Corporate Communications Director and Investor Relations Manager: AIM ImmunoTech (formerly Hemispherx Biopharma)**

*Philadelphia, PA (April 2011 - June 2017)*

Served as chief communications manager for a publicly traded pharmaceutical company engaged in the clinical development of new drug entities for the treatment of seriously debilitating disorders around the world. Reported directly to the CEO, Board of Directors, COO, CFO, and Medical/Scientific Director.

- Established and refined the company's cross-functional corporate communications and investor relations departments to produce engaging and consistent messaging and special events for regulatory agencies, elected officials, company stockholders, news media, and financial community.
- Advanced strategic brand communications promoting the company's medical research in global pandemics (influenza, MERS, HIV, and Ebola), pancreatic cancer studies, and chronic fatigue syndrome treatments in North America, Europe, the Middle East, Asia, South Africa, and Australia.
- Successfully guided the company through significant crisis matters, including the installation of a new CEO and management team. Also responded to negative attacks in the traditional and online press.

**Vice President of Professional Services: Wragg and Casas Public Relations**

*Miami, FL (August 2000 - June 2009)*

Gained progressive experience developing strategies for a wide variety brands and industry sectors at a leading Florida public relations agency.

- Top achievements included leading crisis management and media relations for several high-profile clients, including the international news coverage for the court hearings and funeral following the death of celebrity Anna Nicole Smith.
- Appointed to the senior management team based on success in handling complex client matters and building new business with professional services clients.
- Served as the relationship manager for several of the agency's top legal, banking, and professional services clients.
- Trained and managed teams of three to five communications and marketing professionals assigned to specific client projects.

**Television News Reporter: WFTV-TV**

*Orlando, FL (August 1992 – January 2000)*

- Generated story ideas, conducted interviews, drafted news copy, and presented live on-air reports daily for the top-rated television station.

**Education:** University of South Carolina – Bachelor of Arts Degree in Journalism and Mass Communications

**Awards:** Alumni of the Year Award: University of South Carolina Black Alumni Association; Gold Medal Award: *Miami Today*; Up and Comer of the Year in Public Relations: *South Florida Business Journal*; and Trendsetter in Public Relations: *Florida Trend* magazine.