

# Brandy L. Jones, APR

Cincinnati, OH

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## EXTERNAL AFFAIRS/PUBLIC RELATIONS EXECUTIVE

Award-winning and nationally accredited public relations professional with 13+ years of experience in strategic communications, marketing, media relations, social media, web management, internal/employee communications, crisis management, speech writing, government affairs, customer relations, community engagement and sales. Solutions-driven leader, results orientated, strategic thinker, consensus builder, effective public speaker and detailed event planner. Exceptional writing, organizational and communications skills.

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## SELECTED ACHIEVEMENTS

- Mass Transit Magazine “Top 40 Under 40” Award
- Cincinnati Business Courier “Forty Under 40” Award
- Cincinnati Regional Chamber C-Change Leadership Program graduate Class 11
- Public Relations Society of America Cincinnati Chapter, “Communications Team of the Year” 2015

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## PROFESSIONAL EXPERIENCE

### Southwest Ohio Regional Transit Authority/Metro

VICE PRESIDENT, External Affairs

2018-Present

- Serve as spokesperson; strategic media and community engagement advisor for executive and board leadership for the \$150 million transit authority; and manage media relations and promotional activities
- Led efforts for robust community Reinventing Metro awareness campaign, which led to successful passage of Issue 7, approving a new 0.8 percent sales tax to fund improvements and infrastructure projects in Hamilton County
- Responsible for helping develop and implement the organization’s strategic plan and communication strategies related to key initiatives and projects across internal and external audiences
- Oversee effective and results-driven marketing campaigns; 2018-19 recruitment campaign led to a 25% increase in applicants closing the operator shortage gap and received 1<sup>st</sup> place Adwheel award from the American Public Transportation Association for marketing campaigns
- Leads federal, state and local government affairs and lobbying efforts
- Strategic social media efforts resulted in an 86% increase in followers to date and a 360% increase in engagement rates across multiple platforms
- Responsible for revamp of customer service department, which led to a 14% decrease in customer complaints and significant customer service improvements
- Re-energized SORTA’s internal communications tools and engagement methods that resulted in a 12% increase in employee involvement and awareness
- Oversaw activities in customer and community engagement, partnerships, special events and corporate ridership development programs

DIRECTOR, External Affairs

2017-2018

- Served as organizational spokesperson and handled day-to-day media relations, social media and community engagement activities
- Planning special events (ground breakings, ribbon cuttings, etc.), speech writing, creating and delivering compelling presentations and creation of supporting materials

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MANAGER, Public Relations

2014-2017

- Developed executive communication strategies in support of SORTA's strategic goals
- Generate community partners for key initiatives

COORDINATOR, Employee & Customer Communications

2008-2014

- Responsible for writing, coordinating and implementing employee communications, in addition to planning and implementing special recognition events, fundraising campaigns and community outreach activities

## Kevin Wilson Public Relations

Account Coordinator

2008

- Developed relationships with local, regional and national media; arranged client interviews
- Researched, wrote and edited news release, feature articles, case studies and news letters
- Assisted in the development of strategic communications plans to support agency clients

## Ohio Kentucky Indiana Regional Council of Governments

Communications Assistant

2007-2008

- Actively promoted the Clean Air and Rideshare programs to the public
- Wrote and edited news articles, press releases, media alerts and speeches
- Engaged in media relations and advertising campaign media buys

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## EDUCATION

XAVIER UNIVERSITY, Bachelors of Arts and Sciences, Communications: Public Relations, 2008

National Universal Accreditation Board, Accredited Public Relations Professional (APR), 2013

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## AFFILIATIONS/BOARDS

- Public Relations Society of America, Cincinnati Chapter, President, 2021
- The Learning Grove, Board of Trustees, 2021
- Hamilton County Great Parks, Advisory Committee & Task Force, 2021
- The Cincinnati Ohio Chapter of the Links, Inc., Officer, 2017-present
- Conference of Minority Transportation Officials (COMTO) Cincinnati Chapter, past president, 2017
- EPA Greater Cincinnati Earth Coalition, Director of Public Relations, 2015