

Jabari Sims

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SUMMARY OF QUALIFICATIONS

- ♦ **Extensive background in Integrated Marketing Communications**, Highly skilled Marketing/Communications Leader with a focus in social media management, content creation, web design, public relations, digital marketing, and communications, eager to take the next step in my career. Well-versed in oral and written communication, storytelling, and developing communication strategies to build strategic business and community collaboratives. Proficient in leading the development, alignment, and implementation of an organization's marketing and communications strategy.
- ♦ **Enthusiastic, and Uncompromising work ethic**, Works collaboratively and efficiently within a team and with leadership employees to ensure positive work moral, uses various methods to track and compile data and records to ensure all goals and KPIs are achieved, and provides various support to internal and external stakeholders. Proven track record in developing a broad spectrum of proactive media relation campaigns and demonstrated ability to communicate effectively to diverse audiences.

STRENGTHS AND SKILLS

- ♦ Proficient in Spanish
- ♦ Excellent Communication skills-written and verbal
- ♦ Adobe Creative Cloud (InDesign, Photoshop, Illustrator, Lightroom)
- ♦ Strong Problem-Solving Skills
- ♦ WordPress Web Creation & Design
- ♦ Graphic Design
- ♦ Digital Marketing (Email, SEO, Owned/Paid Content, Influencer, Video)
- ♦ Social Media Marketing (Strategy & Management)
- ♦ Event Coordinating
- ♦ Training & Development
- ♦ Photography
- ♦ Public Speaking
- ♦ Communications (Internal & External)

PROFESSIONAL EXPERIENCE

DEKALB COUNTY SCHOOL DISTRICT — Stone Mountain, GA

The Dekalb County School District (DCSD) is the second largest public school system in Georgia, and the 18th-largest in the United States.

Communications Manager, June 2022 to Present

Key Results:

- ♦ Develop, implement, and manage the organization's annual marketing and communication plan to include social media, print, digital content, text messaging system, and email marketing related events.
- ♦ Lead a team of marketing and communications professionals to support the development of communications as an organization competency.
- ♦ Ensure that our brand identity is strategically integrated and visible in our messaging, marketing, and communications across the organization
- ♦ Implement a performance management and reporting system (i.e., dashboards and reports) to ensure all strategic goals are met and KPIs are achieved
- ♦ Develop and implement systems/project management approach for planning and managing marketing campaigns related to programs, events, and fund development
- ♦ Guide the strategy on press outreach, including messaging/talking points in press releases, creation of press kits and materials, interview preparation, and responses to media requests

PROFESSIONAL EXPERIENCE (CONTINUED)

UNIVERSITY OF WEST ALABAMA — Livingston, AL

Provided strategic marketing and communications by working collaboratively with agency clients. Managed social media marketing efforts and designed promotional materials weekly

Advertising Agency Representative, June 2021 to June 2022

Key Results:

- ◆ Managed successful social media and digital marketing strategies for agency clients (website, social media, email, text messaging, SEO, and video)
- ◆ Head content creator and visual storyteller for projects, events, and media release (includes web design, graphics, videos, photos, social promotions, etc.)
- ◆ Professionally wrote content, proofread, and edited copy for flyers, websites, blogs, letters, scripts, social media, press releases, brochures, presentations, memos, and newsletters
- ◆ Developed and implemented over 100 working hours of storytelling
- ◆ Tracked and measured ROI on marketing and communication efforts utilizing analytics and reporting tools

BDO— Houston, TX

Through assurance, tax, and consulting services, BDO serves a variety of businesses in the consumer products, franchise, food and beverage industries.

Marketing Specialist/Business Analyst June 2016 to June 2018

Key Results:

- ◆ Maximized profits through developing sales strategies that match customer requirements
- ◆ Promoted products, services, and ideas through social media, client website, and external partnerships
- ◆ Identified business trends utilizing real data, compile analysis reports, and follow up on all results
- ◆ Oversee the design and production of online and print collateral and publications

TEACH FOR AMERICA— Houston, TX

TFA is a national teacher corps of recent college graduates who commit two years to teach and to effect change in under-resourced urban and rural public schools.

Operations Manager/Marketing June 2014 to June 2016

Key Results:

- ◆ Assisted with residential operations for incoming corps members including housing, dining, maintenance, university relations
- ◆ Developed and posted communication through website, branding, and mass communications
- ◆ Managed transportation and school site logistics: teacher buses, scheduling, community and culture relations
- ◆ In-house photographer and videographer; responsible for filming and editing content for all channels
- ◆ Participated in putting together special events: welcoming and closing ceremonies and socials

EDUCATION & CERTIFICATIONS

ALABAMA A&M UNIVERSITY — Huntsville, AL.

Bachelor of Arts (BA) in English and Communications (with honors), Fall 2013

Activities: Academic Scholarship, Honor Society, Dean's List, Student Ambassador, Men's Track and Field

THE UNIVERSITY OF WEST ALABAMA — Livingston, AL.

Master of Arts (MA) in Integrated Marketing and Communications (IMC) (with marketing specialty),
Fall 2022

OF NOTE

Affiliations:

- ◆ Teach For America Alumni (2014-2016)
- ◆ Association for Education in Journalism and Mass Communication

Certifications:

- ◆ Hootsuite Academy- Content Calendar
- ◆ Google Analytics
- ◆ Hubspot- Social Media Marketing