

LANIECE JONES

SAN FRANCISCO BAY AREA | (510) 568-5563 | LANIECEJONES@GMAIL.COM

COMMUNITY / PUBLIC RELATIONS PROFESSIONAL

Specializing in Community, Public Affairs and Government Relations

AREAS OF EXPERTISE

- + Public / Media / Community Relations
- + Public Affairs / Government Relations
- + Campaign Strategy / Community Organizing / Outreach
- + Organization / Leadership Development
- + Event Consultant / Design
- + Fundraising / Event Sponsorship Development / Sales
- + Market Strategy Planning / Business Development
- + Program Evaluation
- + Public Speaking and Presentations
- + Budget/Expense Forecasting and Tracking
- + Researching, Documenting, and Reporting
- + Microsoft Office Suite – Word, Excel, Powerpoint

RELEVANT EXPERIENCE

LA JONES & ASSOCIATES

1991 – present

Managing Principal

Design and implement organizational strategy using marketing, public relations, media, fundraising and event tactics to achieve business goals. Experienced connector with vast resources and contacts. Expertise in producing and promoting events for the purpose of raising monies for community causes.

Alameda County Board Supervisor Keith Carson

2010 – present

Government Community Liaison

- ◆ Create organizational development and relationship management for event sponsorship campaigns. Serve as sponsorship developer for major community events hosting over 200 constituents. Events include “Making Connections” at Peralta Community College campuses; Planning and Caring for Loved One; East Bay Youth Media Awards; and Black Elected Officials of the East Bay. Raise monies and resources from corporate donors, community foundations and elected officials.

San Francisco Pride

2013 & 2014

Sponsorship Relations Manager

- ◆ In partnership with CEO, assisted in sponsorship marketing, relationship management, resource development, and contract renewals; led media advertising and event promotions, and collateral development. Contributed in raising over \$750,000.

Oakland Mayor Ronald V. Dellums Model City Summit On Women

2009 & 2010

Summit Director

- ◆ Annually raised over \$200,000 from event sponsorship program to include individual donors, corporate sponsors and community foundation contributions. Managed all marketing, advertising, summit program design, and logistics, attracting 600+ attendees. Mobilized advisory council of 50 community stakeholders to support community engagement initiative.

Alameda County Health Care Foundation

2008-2009

Development Associate

- ◆ Member of team to manage initiatives to maximize resources and augment budget through corporate, individual, foundation and event contributions.
- ◆ Serving as event manager for annual gala fundraiser – organized, planned and implemented corporate and individual giving - raised over \$200,000.
- ◆ Worked with consultant to research and write grant proposals and managed annual fall and spring appeal.

**Healthy Communities / Oakland
Public Affairs Director**

2005 – 2008

- ◆ Provided state government initiative leadership, and program execution. Secured over \$50,000 in two months to augment state grant resources. Executed strategies among low-income African-American women to support healthy lifestyle choices. Organized focus groups, empowerment forums, and special events to create awareness to engage and leverage support with community groups, local decision-makers, elected officials, and faith-based business and community leaders to support community change.

**California State Democratic Party
Regional Director**

2004, 2006

Designed, executed, tracked, and trained over 500 volunteers for the "Get Out the Vote" field plan, reaching and educating 90,000 targeted registered voters on state candidates and issues throughout the East Bay Area.

**Congressional Black Caucus – Democratic National Convention, Boston
Event Manager**

2004

- ◆ Lead advance planning for Congressional Black Caucus convention activities hosting over 5,000 attendees, to include Opening Night Reception at the Massachusetts Capitol and National Town Hall Meeting at Roxbury College. Secured nationally renowned speakers, managed all creative services and outreach. Handled onsite logistics and media.

AT&T Media Services

Marketing / Sales Account Executive

1999 - 2002

- ◆ Responsible for new business development to sustain an annual \$500,000 budget. Designed and presented client presentations highlighting qualitative and quantitative market analysis using Nielsen, Qualitap, CableScan, and AdCom research tools. Managed client commercial production and schedules representing retail advertisers and agencies utilizing over 40 cable networks, including CNN, ESPN and MTV. Received advertising industry recognition: 2002 CAB Award Finalist and AdMark's 2002 Addy Award Bronze Citation.

**Black Women Organized for Political Action (BWOPA)
Executive Director (volunteer role)**

2000 – present

- ◆ Manage annual fundraising strategy from individual donors, corporate contributions and foundations to support leadership skills based training for professional and young women leaders.
- ◆ Execute fundraising program to include events, membership fee structure and quarterly appeals outreach to increase donor contributions; corporate event sponsorships; community foundation grant writing.

AWARDS AND RECOGNITION

- ◆ Assembly Member Sandré Swanson, State Resolution / Community Empowerment
- ◆ Alameda County Supervisor Nate Miley, Certificate of Accomplishment / Community Organizing
- ◆ Oakland Metropolitan Chamber of Commerce – "Go for the Gold" Membership / Fundraising
- ◆ Cable Advertising Bureau Award (CAB) Finalist, "San Francisco Dine About Town" / Sales
- ◆ AdMark Addy Award – Citation of Excellence, SF MUNI "Today and Everyday" / Creative
- ◆ U.S. Senator Barbara Boxer – Certificate of Recognition / Advocacy
- ◆ Congresswoman Barbara Lee – Certificate of Recognition / Advocacy

EDUCATION AND PROFESSIONAL DEVELOPMENT

Master of Arts – Social Entrepreneurship and Change – Pepperdine University, Los Angeles	2012
Bachelor of Arts – Criminal Justice Administration – California State University, Hayward	1985
Social Enterprise Development Training – 8-month certificate program with Jerr Boschee	2012
Professional Selling Skills, Professional Negotiation Skills – Jim Doyle Sales Training	1999
Center for Professional Development – Stanford University	1995