



jaweebrown.com
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professional profile

Seasoned marketing and communications professional who understands what makes audiences tick. And click.

Unique ability to translate empathy and nuanced messaging into award-winning cross-platform marketing campaigns.

Experienced manager who can mentor junior colleagues and lead cross-functional teams that embody principles of authenticity and inclusivity.

relevant experience

Legal Defense Fund

Director Marketing & Brand
2022 to 2024

Successfully rolled out a new brand identity for legacy civil rights organization. Developed brand architecture standards for sub-brands, issue pillars and scholarship programs. Launched organization's first feature magazine for audiences and donors.

Effectively articulated and expressed the new brand at two awards galas with over 700 attendees, including media, talent, and luminaries.

Streamlined processes: document templates, creative brief process, naming conventions, and sponsorship.

Purpose

Senior Campaigns Director
2020 to 2022

Implemented award-winning, youth-centered campaign that delivered over five million impressions motivating consumers to divest from fossil fuel-supporting banks.

Demonstrated ability to analyze issue landscape and identify the best communication methods to deliver interventions for social impact.

Created generationally-relevant concepts and messages that engaged the movements for climate and racial justice.

Delivered sophisticated strategy and analytical thinking to create campaign narratives, identify storytelling opportunities and pinpoint optimal channels.

YouTube

Social Lead, Diversity & Inclusion
2019 to 2020

Developed insightful social media campaigns to reach culturally specific audiences. Standardized and advanced YouTube brand standards for social.

Created analytical matrix to monitor and evaluate diversity and representation on YouTube's social channels.

Stayed current with social media trends, memes, conversation and moments to identify moments where YouTube could have a voice in the cultural conversation

Advised leadership on how to responded in real time to audience specific escalation involving LGBTQ creators and communities of color.



experience (cont'd)

American Civil Liberties Union (ACLU)
Director, Brand Strategy
2015 to 2019

Oversaw creative content, digital advertising, brand marketing strategy, and merchandise for nationwide visibility and advocacy campaigns.

Managed a team of ten creatives that produced videography, graphic design, and merchandise for multimedia campaigns to improve brand reach and visibility on digital platforms.

Created a cross-departmental risk evaluation matrix, resulting in corporate sponsorships and promotional relationships that uplift ACLU brand identity, including Women's March, Lyft, OkCupid, and Ben and Jerry's.

Better World Advertising
Senior Vice President
2013 to 2015

Designed direct-to-consumer and direct-to-provider health and social marketing and advertising campaigns.

Supervised program management teams and new business teams, expanding the company's issue areas and increasing revenue by 30%.

Managed executive accounts and handled C-suite clients including NY Department of Health, Chicago Department of Health, and the World Health Organization.

education

Yale University

Certificate
International Healthcare Management
Global Health Initiative

Emory University

Master of Public Health
Global Health Department
Reproductive Health

University of Colorado - Boulder

Bachelor of Arts
Molecular, Cellular, & Developmental Biology

skills

Spanish (fluent)
French (conversational)

Content Creation
Creative Direction
Concept Development
Media Planning

Brand Strategy and Brand Architecture
Tone of Voice

Digital Marketing and Strategy
Exceptional Writing and Editing
Workshop Facilitation
Presentation and Public Speaking
Complex Project Management

awards

Fast Company's Brands that Matter (2023)
Legal Defense Fund

Indigo Bronze Award Winner (2021)
Integrated Graphic Design for Social Change
Bank for Good

Emmy Award (2019)
Trans in America: Texas Strong

Communication Arts Award (2018)
Know Your Rights booklet

Webby Honoree (2018)
Best Overall Social Presence - Brand
ACLU- A Years Work