

Andrea Jones

Jacksonville, Florida | Senior Marketing & Communications Executive

Executive Summary

Accomplished marketing and communications executive with deep experience leading enterprise-wide strategy, institutional narrative, brand stewardship, reputation management, executive messaging, and integrated communications within complex public research university environments. Proven ability to unify distributed teams and stakeholders around shared priorities, elevate institutional visibility, guide strategic change, and position marketing and communications as essential partners in advancing mission, enrollment, research prominence, and public impact. Trusted advisor to senior leadership with a strong record of aligning messaging, marketing, and engagement strategies across diverse internal and external audiences.

Core Competencies

Enterprise Marketing & Communications Strategy • Brand Stewardship • Institutional Narrative • Reputation Management • Executive Advising • Strategic Communications • Public Relations • Media Relations • Executive Messaging • Crisis Communications • Enrollment & Audience Engagement • Digital Strategy • Content Strategy • Change Leadership • Cross-Functional Collaboration • Team & Organizational Leadership

Professional Experience

University of North Florida | Vice President, Marketing and Communications

June 2024 – Present | Jacksonville, Florida

- Lead enterprise-wide marketing and communications strategy for a public university, aligning brand, messaging, media relations, digital communications, and stakeholder engagement with institutional priorities and growth goals. Reorganized and centralized marketing and communications functions across the institution with the launch of enterprise tools, job upskilling and coordinated communicators meetings.
- Serve as a senior advisor to university leadership on institutional positioning, executive communications, issues management, and reputation strategy.

- Advance a more cohesive institutional narrative by strengthening coordination across academic, enrollment, and administrative units in a distributed communications environment.
- Direct integrated, multi-channel enrollment marketing initiatives that contributed to record incoming class size and retention over two consecutive years.
- Launched university-wide brand strategy and oversee the university's brand across digital, media, content, and executive communications to improve visibility, clarity, and audience engagement.
- Partner with academic and institutional leaders to increase visibility for priority programs and align communications with strategic growth, reputation, and public-impact objectives.
- Advance data-informed decision-making through dashboards and analytics to improve campaign effectiveness and marketing performance.
- Oversee integrated storytelling and public relations strategies that amplify institutional achievements across internal, earned, owned, and digital channels.

Georgia State University | Vice President, Public Relations and Marketing Communications

November 2021 – June 2024 | Atlanta, Georgia

- Served as the senior communications and marketing leader for a 52,000-enrollment research university, overseeing public relations, marketing communications, media strategy, and brand alignment across a complex institution.
- Helped strengthen institutional reputation and external visibility through coordinated internal and external communications strategies tied to student success, academic distinction, and public impact.
- Led branding and visibility initiatives during a period of significant momentum, including high-profile advertising placements and enterprise-level messaging efforts.
- Implemented processes and shared frameworks to improve marketing coordination, strategic alignment, and consistency across decentralized teams and units.
- Earned recognition for marketing and communications excellence through award-winning team performance, strong media relationships, and disciplined brand management.

Georgia State University | Interim Vice President

September 2021 – December 2021 | Atlanta, Georgia

- Provided executive leadership and continuity for the university's public relations and marketing communications function during a transition period.
- Guided strategy, team operations, and institutional communications while maintaining momentum on priority initiatives.

Georgia State University | Associate Vice President, Communications

September 2008 – September 2021 | Atlanta, Georgia

- Oversaw media relations, crisis communications, internal communications, content strategy, social media, photography, and videography within a large public university setting.
- Built and scaled new communications capabilities, including creation of the university's social media division and related audience engagement strategy.

- Helped reorganize the communications division to improve strategic focus, operating effectiveness, and cross-functional collaboration.
- Supported development of institutional identity, messaging frameworks, and differentiated positioning in an increasingly competitive higher education landscape.
- Restructured communications operations around content strategy and distribution, introducing a more audience-centered and analytics-informed approach.
- Directed a major upgrade of the university magazine, reaching more than 100,000 alumni quarterly and earning multiple national awards for excellence.
- Contributed to a major overhaul of the university's web presence, including content strategy, platform modernization, and development of a centralized news hub.

The Atlanta Journal-Constitution | Higher Education Reporter

1999 – 2008 | Atlanta, Georgia

- Covered higher education as a reporter for a major metropolitan news organization, building expertise in storytelling, media, institutional issues, and public-facing communications.

Education

University of Georgia

B.A., Journalism