

NJ NICOLE JONES

CONTACT

nicoleajones225@gmail.com
Instagram: @nicoleodeon_3
linkedin.com/in/nicolejones-/
My digital portfolio can be found at
www.nicoleannjones.com.

EDUCATION

Louisiana State University

Bachelor of Arts in Mass Communication,
Public Relations

Minors in Business Administration &
Communications Studies

Aug. 2016 - Dec. 2019

GPA: 4.2, *summa cum laude*

LSU Medalist and recipient of the Press
Club of New Orleans Scholarship, Jack H.
Sanders Memorial Scholarship, Tiger Athletic
Foundation Scholarship and Robert Ewing
Scholarship.

SYMPOSIUMS

Diocesan Communicator Symposium,
June 2023

Engaging the Next Generation Church,
Catholic Leadership Institute, April 2024

Inspiring the Next Generation Church,
Catholic Leadership Institute, Nov. 2024

SKILLS

Strategic Planning & Execution

Social Media Management

Brand Awareness & Management

Project Management

Media & PR Writing

Interpersonal Communication

Photography & Videography

Public Speaking

Adobe Creative Suite

InDesign, Photoshop, Illustrator,

Premiere Pro, Lightroom

Social Media

Facebook, Instagram, X, YouTube, LinkedIn

Web Design

Wix, Weebly, Wordpress, eCatholic

Microsoft Office

AP Style

VOLUNTEER EXPERIENCE

Our Lady of Mercy Catholic Church

St. Joseph's Academy

Christ the King Catholic Church

WORK EXPERIENCE

Digital Media Manager

The Roman Catholic Diocese of Baton Rouge, Baton Rouge, LA

October 2021 - current

Social Media Management and Engagement

- Designed and implemented a comprehensive social media strategy for Facebook and Instagram, achieving an 114% increase in Facebook followers and a 1,618% growth on Instagram over three years.
- Maintains a monthly content calendar, ensuring alignment with liturgical seasons, promotional schedules and upcoming events.
- Produces high-quality graphics, photos and videos tailored to specific audiences, enhancing engagement and brand consistency.

Communication Strategy and Content Creation

- Supports the creative vision and aids in the execution of major diocesan initiatives, including the National Eucharistic Revival, Bishop's Annual Appeal, Called by Name and the Jubilee Year of Hope.
- Develops targeted communication strategies in collaboration with diocesan offices and ministry leaders, driving awareness and engagement among key audiences through social media posts, pastoral letters, event flyers and correspondence with clergy and parish leaders.
- Created and maintains "The South Acadian," an internal newsletter for diocesan clergy and employees.

Website Management

- Oversees daily operations of the diocesan website, including content approval and publishing, general website design and occasional back-end updates.
- Ensures the website remains an effective resource for diocesan initiatives, maintaining functionality and user accessibility.

Brand Management

- Co-created and implemented the Diocese of Baton Rouge's Brand and Style Guide, ensuring a cohesive visual identity for the organization in print and digital media.

Parish Collaboration

- Manages a network of communicators across diocesan parishes, schools and ministries, fostering collaboration and information sharing through monthly meetings and workshops.

Coordinator of Youth and Young Adult Ministry & Programs

The Roman Catholic Diocese of Baton Rouge, Baton Rouge, LA

September 2019 - October 2021

Social Media Management and Engagement

- Created, edited and managed content to engage with the young adult community of the Diocese of Baton Rouge, including weekly saint feast day posts, "The Well" weekly reflection series and a Stations of the Cross series for Lent.

Web Design

- Created a virtual conference website for Red Stick Catholic Fest that included videos, programming materials and follow-up activities.
- Appointed to the Diocesan Web Committee in the fall of 2020 to assist in strategizing and modernizing the diocesan website.

Event Planning

- Planned and implemented events and programs (virtually and in person) for the youth and young adults of the Diocese of Baton Rouge.

REFERENCES

Fr. Chris Decker

Secretary of Communications for the
Roman Catholic Diocese of Baton Rouge
Pastor of St. Mary of False River Church
cdecker@diobr.org
225-505-6155

Fr. Josh Johnson

Vocations Director for the Roman
Catholic Diocese of Baton Rouge
Pastor of Sacred Heart of Jesus Church
jjohnson@diobr.org
225-921-1936

Danielle VanHaute

Associate Director of Evangelization &
Discipleship, St. John the Evangelist
Church
dvanhaute@stjohnchurch.org
770-490-0591

Sadie Wilks, APR

Area Head and Senior Instructor, Public
Relations; Internship Coordinator
Manship School of Mass Communication
Louisiana State University
sadiwilks@lsu.edu
225-788-6215

Marketing and Communications Intern

Mary Bird Perkins Cancer Center, Baton Rouge, LA

November 2018 - September 2019

- Composed blog posts and press releases to be published on the organization's website and sent to local media.
- Updated upcoming events and announcements to website and company intranet using Wordpress daily.
- Revised company marketing materials for all eight of Mary Bird Perkins' locations and partners.

Front Desk and Communications Coordinator

Kevin Harris Architect, LLC, Baton Rouge, LA

February 2017 - November 2018

- Implemented marketing campaigns for office promotions to increase brand awareness in the Baton Rouge area.
- Designed and scheduled social media posts and blogs for the company and enhanced engagement on Facebook by 50%.