


Jacqueline Taylor-Adams

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Summary

Beginning with the audience, brand, and goals, I move to craft custom strategies and partnerships that drive brand relevance and advocacy, leads, and sales. drives growth and increase ROI

While driven by creativity and innovation, I am a system-driven strategist with over 20 years of corporate, government, and small business experience.

Specialties: Business Consulting, Marketing Consulting, Strategy Development, Sponsorship Acquisition, OTT Channel Development and Marketing, Brand Development, Idea Generation, Visual and Performance Art Marketing, Non-profit Management, Sales, Purchasing, Media Buying, Strategic Marketing Budgeting, Business and Administrative Systems Development, Telecommunications Strategy and Purchasing

Experience

Chief Executive Officer

TaylorAdams Marketing & MgMt dba Master Griot Publishing

Jan 2006 - Present (15 years 4 months +)

TaylorAdams Marketing & MgMt [TAMM], a division of Master Griot Publishing, Inc., helps brands leverage emerging properties as a marketing tool for brand awareness, lead generation, sales, and brand loyalty/advocacy. TAMM

- ▶ Crafts marketing strategy, asset inventory, and strategic activation for emerging events, artists, published works, and real estate developments
- ▶ Does Project Management for partnership/sponsorship programs of Emerging properties
- ▶ Client Servicing for partners/sponsors of emerging events, artists, published works, and real estate developments
- ▶ Partners with external consultants, sellers, vendors, and brands
- ▶ Outlines strategic choices and develop fact-backed solutions for Clients/Brands
- ▶ Builds key stakeholder internal and external relationships
- ▶ Manages stakeholder expectations, communicate effectively and drive activation

The management [MgMt] division develops direct-to-fan opportunities and strategic PR for independent artists while increasing consumer awareness of our branded genre of “esteem building art and entertainment.” TAMM creates innovative strategic collaboration among independent artists, businesses, and communities.

Marketing Director

AHARI - A HOME IS A RIGHT

Nov 2020 - Present (6 months +)

Business and mission-driven marketing. Marketing and strategic program development. Grant writing. Marketing division creation. Recruitment and management of marketing interns. Donation and

fundraising campaign development and deployment. Website management. Digital processes and software.



Executive Board Member

Unite for Action Inc.

Mar 2015 - Present (6 years 2 months +)

As Executive Board member, help develop strategic programming for greatest impact and fundraise.

Co-Producer, Black Economic and Entrepreneurship Development Conference & Expo (BEEDC), a product in development for Unite For Action. Via programming, marketing, and business systems construct competitive edge for BEED Conference while ensuring conference provides tangible value for attendees, sponsors, and strategically meet needs and leverages assets of African American community ecosystems.

Develop content, events and programming. Devise marketing strategy and sponsorship Powered by program. Seek sponsorship and revenue opportunities. Administer radio broadcast, Beyond Talk with Faith and Jason as well as featured product, 96 HOURS Buy Black Marathon TV.



Marketing Consultant

FarCorners Studios, LLC

Sep 2014 - Present (6 years 8 months +)

Devise marketing and social media strategies for independent comic book company FarCorners Studios. Cultivate strategic B2B relationships to build sponsorship, distribution, and licensing.



Executive Producer/Host

BlogTalkRadio

Mar 2007 - Present (14 years 2 months +)

Station is currently syndicated on Blogtalk Radio, iTunes, and Stitcher Radio. Manage, market, and produce platform for artists, entrepreneurs, and youth to promote themselves via radio programming. Host of Soul Purpose Tuesday: I'm Walking In Wellness, SPOKEN WORD POETRY: The Art, The Industry, The Viability aka INDUSTRY MONDAYS: The Business of Spoken Word, and Christmas In July: Plan to Profit This Holiday Season B2B Series. Produce youth programming created and hosted by youth, The Flip Side: Our Young Advocates Have the Mike, and State of Urgency: Youth In Action Coast-to-Coast 90 Day Cease Fire Report. Also, train youth in radio production.

Popular shows are also syndicated on Spreaker and Youtube and Hood Gospel Series is syndicated on Podomatic.

As a program of Master Griot™ Publishing, our station unique twist is our talk radio is infused with conscious Hip Hop and spoken word poetry. Master Griot Radio began as a show on NBBTA (National Black Business Trade Association) Radio and later in 2008 headed up the live version on NBBTA Radio on Blogtalk.



Consultant / Board Member

Feb 2020 - Nov 2020 (10 months)

Worked to position organization as a full-service ecosystem. Helped develop business plans, proposals, and strategies. Developed production formula to generate first year's operational revenue. Identified state qualified ready for market leads of apprenticeship employers, organizations to administer pre-apprenticeship programs, trainers, and education partners needed for workforce development consortiums. Developed the organization's brand, marketing and sales division, and collateral. Develop and produce the podcast, Orally Speaking: Monique Dudley Gets Real About Oral Health. Develop and execute an oral health advocacy campaign in partnership with Innovative Design Style.

Chairperson/CMO

Urban Tech Fair

Dec 2011 - Dec 2019 (8 years 1 month)

Since the passing of Founder, Jim Neusom, I am responsible for organizational, program and product development, administration of all programming and development of strategic partnerships. Established partnership with Unite For Action Inc to produce the bi-yearly Black Economic and Entrepreneurship Development Conference and Expo (BEEDC). The BEEDC does innovative collaborative product development and co-produces Urban Tech Fairs during off years. Objective is to manifest the Urban Tech Fair vision and continue the legacy of the Digital Drummer aka Jim Neusom.

CEO / Producer

Master Griot Publishing Syndicate

Mar 2008 - Jul 2014 (6 years 5 months)

As the creator and Chief Executive Officer of the Black Business Space Value Tour, a program of the National Black Business Trade Association, I develop and manage:

- 1) programs that foster meaningful collaboration among artists, small businesses, and community organizations.
- 2) media platforms, specifically Live Fandom TV and the Live Fandom Media Network
- 3) plan and develop winning strategy for an 18 city tour
- 4) develop valuable sponsorship properties
- 5) administrative systems, marketing strategy, and sponsorship offerings for the national Urban Tech Fair 10 city tour
- 5) product development
- 6) online social network of 800 plus
- 7) oversee and coordinate a volunteer force via single focused commissions from among 800 plus online member community.

Marketing/Development Manager

House of UMOJA

Jul 2004 - Jan 2009 (4 years 7 months)

Public Relations, write and distribute press releases, grant research and writing, event management

Insurance Associate

Colonial Penn Life Insurance

Mar 2001 - Jun 2005 (4 years 4 months)

Highest converter of primary GBL product for two quarters, telesales, developed sales data tracking forms for supervisors

Administrative Assistant

PMHCC, Inc.

Apr 1991 - Nov 1996 (5 years 8 months)

Developed administrative and workflow systems for executive office, purchasing and managed purchasing accounts, managed telecommunication accounts and services for 200 personnel, drafted technical memorandum, ITs software troubleshooter

Education



Shippensburg University of Pennsylvania

BA, Business Administration

1982 - 1986

Accounting major with the School of Business



Philadelphia High School for Girls

diploma, English/Math

1979 - 1982

Skills

Marketing • Brand Development • Public Relations • Sponsorship • Marketing Strategy • Event Planning • Advertising • Media Relations • Radio • Video