

AQUANCIA JONES

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Education

Bachelor of science major in advertising and brand strategy
University of north Texas, Denon, Texas

December 2025

Profile

Social media marketing specialist with experience in advertising **graphic design** and **digital marketing**. Skilled in creating and executing campaigns, design engaging content and optimizing strategies to drive results. Proficient in **analyzing performance metrics** and staying current with **industry trends** to deliver **impactful solutions**. Strong collaborator with a focus on achieving business objectives through **targeted media initiatives & strategic direction to enhance performance**.

Relative skills

Adobe Photoshop | Capcut | Canva | sales & Marketing | Microsoft word | Google Workspace | Social media strategist | SEO | Social media optimization | Adobe design | Content curation | Microsoft PowerPoint

Professional experience

Creative black experience

2021- Current

- Founded Organization, overseeing **strategic** direction, operations, and membership growth.
- Organized and coordinated **networking events** using marketing tactics and **google workspace** and **volunteer opportunities**, fostering collaboration and engagement among students and local professionals.
- Utilized **SEO** strategies and **content optimization** to promote campus events, ensuring high visibility and attendance.
- Leveraged **Canva** and other design tools to create promotional materials, enhance event branding and overall outreach effectiveness.

EKE Marketing and consulting

August 2022-October 2023

- Developed persuasive **copywriting** for advertising campaigns, creating impactful messaging across various platforms.
- Designed **graphic assets** and **promotional materials** for digital ads, print media, and social media, contributing to brand consistency.
- Oversaw **social media management** and content creation for **TikTok, Instagram**, and other platforms, increasing brand engagement and audience growth using google workspace & Canva.
- Utilized **social media analytics** and **performance metrics** to optimize content strategies, enhancing reach and interaction.

Campus involvement

Sigma Gamma Rho Sorority Incorporated

May 2024- Current

- Greater service, greater progress volunteering scholarships sisterhood at the University of north Texas Eta alpha spring 24' chapter. Marketing committee for the spring semester
- Creative Black Experience founder volunteer opportunities mentorship, networking, marketing