

Tasha Jones - Driving Diversity for Inclusive Company Brands

In This Episode:

- Tasha shares the story behind how she shifted from broadcast journalism to a career in advertising
- The importance of creating consistency and continuity across a brand
- Insight into her work redesigning what was the Stapleton Airport into a socioeconomic space that serves every life stage and endures through economic difficulties
- Tasha shares about the powerful blog post she released after George Floyd and the tremendous response she received
- Tips on leveraging your content to thought leadership status
- Why it's essential to show up with an intention for genuine connection
- Brand storytelling around diversity, equity, and inclusion

Notable Quotes:

"The real shift for me happened when I felt like I wanted to learn more about the principles of marketing broader than just campaigns." -Tasha Jones

"I always wanted to inspire to understand, what's next for me, how can I grow, and how can I get a return on my college investment." -Tasha Jones

"To love brand, you have to be a really great listener." -Tasha Jones

"One of our greatest responsibilities as leaders is to ensure everyone sees the same skyline." -Tasha Jones

"There's showing up, and then there's lifting people up." - Tasha Jones

3 Pearls of Wisdom

1. Be mindful of how you show up and intend to lift the room.
2. Always see the potential in people.
3. Have your trusted circle of women who mutually lift each other up.

Resources:

Tasha Jones, President and Founder for LV Jones Consulting, drives diversity marketing strategy and campaigns for inclusive company brands.

Website: <https://lvjonesconsulting.com/>

Facebook: <https://www.facebook.com/tashalvjones>

Instagram: <https://www.instagram.com/lvjones74/>

LinkedIn: <https://www.linkedin.com/in/tasha-jones/>

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