

# Debbie Savannah George-Jones

*Creative communicator with proven ability to write for a variety of audiences and edit for consistency, grammar, spelling, and style.*

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## Education

**MA Communications** | Georgia State University, Atlanta, Ga. | December 2000 | 3.78 GPA, cum laude

**Thesis:** “‘Under My Thumb’: Female On-Air Personalities on Classic Rock and Rock Radio Stations”

Used in-depth interviews to examine the roles and treatment of female on-air personalities on morning shows at classic rock or rock radio stations in eleven of the top fifteen U.S. markets.

**BA Communications** | Berry College, Rome, Ga. | May 1993 | CUM GPA: 3.55, cum laude

major: Communications (3.78 GPA) | minors: Sociology (3.66 GPA) and Spanish (4.0 GPA)

*Self-financed 100% of education through full-time employment.*

### **Selected Activities and Awards:**

~*Ramifications* (award-winning literary magazine): Editor

~American Scholastic Press Association - First Place, College Literary Magazine, 1993

~Society for Collegiate Journalists - First Place, College Literary Magazine, 1993

~*The Campus Carrier* (award-winning weekly newspaper): Senior Staff Writer, Student Life Section Editor, Assistant Student Life Editor, Staff Writer

~WBCS TV-10 (television station): Public Relations Supervisor

~Recipient of Georgia Press Educational Foundation Scholarship, Communication Arts Scholarship, Collegiate Communications Award, and Four-Year Publication Award

~Founder & President, college's chapter of the Society for Collegiate Journalists

## Writing & Editing Experience

### **Chief Creative & Consultant | dSavannahCREATIVE**

March 2005 - present | Atlanta, Ga., Brunswick, Ga., and Harrison, Ark.

Manage creative boutique specializing in small businesses and non-profits. Provide a full range of strategic marketing functions, including **copywriting and editing**. Wrote and launched Web site ([dsavannah.com](http://dsavannah.com)) to promote consulting services and artistic endeavors.

#### **Current clients include:**

~Harrison Art League: copywriter & media relations

~Artist of the Ozarks Gallery: marketing consultant, e-commerce set-up, copywriter

~Uncommon Grounds (coffeeshop/gallery): copywriter

~K.D. McCrite/Sidney Archer (author): copyeditor, publicist

~Mountain Home Family Chiropractic: marketing consultant, revamp website copy and look & feel

#### **Previous clients included:**

~Rebecca Holden Studio (artist): wrote copy for and designed Web site

~The Old Carriage House Fine Art Gallery: wrote copy for and designed Web site

~The Dirty Rug Band (local band): wrote bios for band members

~Daparna India (educational non-profit): edited 2005-06 annual report

~Georgia Council for the Arts (state-wide arts agency): edited materials, designed, wrote and produced marketing collateral pieces

~T-Shirt Construction Company (art-focused business & gallery): created marketing plan, wrote and distributed fact sheets and media releases, did copywriting for new website

~CraZy MoOn aRt RoOM (art venue/classes for children): wrote and distributed press releases on Paint Your Guts Out!© art classes

~wrenseye.com (artist website): wrote product descriptions

~Execume (job search/resume development firm): wrote resumes for clients

~NOToberfest, the East Atlanta Beer Festival: wrote press materials & did publicity for annual community festival

~Gagwear/Alternative Apparel (clothing line): wrote press materials & did publicity for sample sale

~*The Harbor Sound* (newspaper): feature writer

~*This Gardener's Impossible Dream* by Emery L. Campbell (book of poetry): wrote author bio and press release for book

~*The Go Between* by Janice James (unpublished novel): editor

~*Mediated Women: Representations in Popular Culture*, edited by Dr. Marian Meyers (textbook): copyeditor

~*Big Black Book* by Edward Jett (book of poems and lyrics): editor

~*Confessions of a Southern Gentleman* by Edward Jett (book of poems and lyrics): editor

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**Recent, Selected Professional Publications:**

- ~ Gallery adds new member (article & photo\*), *Harrison Daily Times*, Sat-Sun, Dec 17-18, 2011
- ~ Run for the Grapes scheduled (article & photo), *Harrison Daily Times*, Fri, July 22, 2011
- ~ HHS seniors experience life through JA's Realville (article & photos), *Harrison Daily Times*, Sat-Sun, March 26-27, 2011
- ~ Brasel honored for 30 years (article & photo\*), *Harrison Daily Times*, Fri, Feb 18, 2011
- ~ First Federal giving back through community service (article & photo), *Harrison Daily Times*, Fri, Jan 28, 2011
- ~ 4 Receive promotions at FFB (article & photos\*), *Baxter Bulletin*, Fri, Jan 21, 2011
- ~ First Federal announces promotions (article & photos\*), *Harrison Daily Times*, Tues, Jan 18, 2011
- ~ Fogerty honored for service (article & photo), *Baxter Bulletin*, Thur, Dec 16, 2010
- ~ Jeffrey Koterba: Cartoonist, writer, musician (Full page article & photos), *Harrison Daily Times*, Sat-Sun, Nov 6-7, 2010
- ~ Ozark Arts Council plans Call-A-Thon (article & painting\*), *Harrison Daily Times*, Thur, Sept 30, 2010
- ~ How to Choose A Bank (article & photo\*), *Harrison Daily Times*, Fall 2010
- ~ First Federal team members honored (article & photos), *Harrison Daily Times*, Sat-Sun, July 30, 2010
- ~ First Federal tells turtle race winners (article & photo\*), *Harrison Daily Times*, Tues, July 27, 2010
- ~ 1st Federal's Jeans' Day benefits Circle of Friends (article & photo), *Mountaineer Echo*, Thurs, April 1, 2010
- ~ First Federal to sponsor college grant program (article), *Mountaineer Echo*, Thurs, Feb 11, 2010
- ~ Banker's financial education reaches 1M students (article & photos\*), *Harrison Daily Times*, Fri, Jan 22, 2010
- ~ Langley awarded medal (article & photo\*), *Harrison Daily Times*, Thurs, Jan 7, 2010
- ~ Flat Stanley visits bank (article & photo\*), *Harrison Daily Times*, Fri, Sept 4, 2009
- ~ Local kindergartners win scholastic sweepstakes (article & photo), *Harrison Daily Times*, Tues, Aug 25, 2009
- ~ BPW Honors FFB (article & photo), *Mountaineer Echo*, Thurs, 18 June 2009
- ~ First Federal celebrates 75 years of community banking (article & photo), *Harrison Daily Times*, Fall 2009
- ~ Chamber Leadership Institute cleans up (article & photo\*), *Harrison Daily Times*, Thurs, March 26, 2009
- ~ First Federal execs win Patriot Awards (article & photo\*), *Harrison Daily Times*, Sun, March 22, 2009
- ~ Start Your Turtles! First Federal hosts turtle races (article & photos\*), *The Morning News Extra*, Wed, June 25, 2008

\*taken and/or created by DSG-J

**Creative Writing Publications:**

- ~Annie's Attic Mystery #22: A Spicy Secret (novel), forthcoming
- ~Rainy Grey (poem), *Poets, Artists & Madmen*, May 15-21, 1998
- ~Wings (poem), *Poets, Artists & Madmen*, May 15-21, 1998
- ~Canvas (poem), *Calling Earth*, April 1997
- ~Appleseed Wishes, Watermelon Dreams (poem), *Calling Earth*, Jan 1997
- ~Who Named It Love? (serial short story), *Calling Earth*, published in 14 parts from 1994-1997
- ~Miracle (poem), *Calling Earth*, Dec 1996
- ~Eagle Eyes (poem), *Calling Earth*, June 1996
- ~Moon-Blue (poem), *Midwest Poetry Review*, April 1996
- ~I Saw Her (poem), *Calling Earth*, Jan 1996
- ~Correspondence (poem), *Calling Earth*, Dec 1995
- ~To My Grandparents (poem), *Calling Earth*, Sept 1995
- ~Alone (poem), *Calling Earth*, Sept 1995
- ~I dream of Wild Horses (poem), *Calling Earth*, July 1995
- ~Forest Alive in Light (poem), *Calling Earth*, July 1995
- ~Time (poem), *Poets, Artists & Madmen*, April 1995
- ~Senseless (poem), *Calling Earth*, Dec 1994
- ~Long Gone (poem), *Poets, Artists & Madmen*, Oct 1994
- ~Time (poem), *Calling Earth*, Aug 1994
- ~Falling (poem), *Calling Earth*, Aug 1994
- ~Images Tumble (poem), *Calling Earth*, March 1994
- ~What an act of faith (poem), *Calling Earth*, March 1994
- ~Night Child (poem), *Ramifications*, Spring 1993
- ~At Winn-Dixie (poem), *Ramifications*, Spring 1993
- ~The story in black (short story), *Ramifications*, Spring 1993
- ~What Lent Means to Mean (Essay and Poem), Berry College Chaplain's Lent Chapbook, Spring 1993
- ~Death Visits the Opera (poem), *Ramifications*, Fall 1992
- ~Nightmare (poem), *Ramifications*, Fall 1992
- ~Oh! Ye Men of Ignorance! (poem), *Ramifications*, Fall 1992
- ~Heather Fields (poem), *Ramifications*, Spring 1992
- ~Threads of Life (poem), *Ramifications*, Spring 1992
- ~Pictures of Nature (poem), *Earth Notes*, April 1991

- ~Dying Mother (poem), *Earth Notes*, 1990
- ~man? (poem), *Ramifications*, Fall 1990
- ~shadows (poem), *Ramifications*, Spring 1990
- ~Silvered Earth (poem), *Ramifications*, Spring 1990
- ~Reflections on Earth (poem), *Ramifications*, April 1990

#### **Creative Writing Awards:**

- ~Caring for Nelda (short story), Northwest Arkansas District Fair, Harrison, Ark. - Best in Show, Creative Writing Category, September 2012
- ~So Much For That (short story), Georgia Writers Members Contest, Atlanta, Ga. - 2nd place, Fiction, April 2003
- ~Being SuperMom (short story), Border's Writers Competition, sponsored by Pinckneyville Arts Center, Lawrenceville, Ga. - 2nd Place, Summer 2001
- ~Death Visits the Opera, Eternity, Connections (poems), Pinckneyville Arts Center, Lawrenceville, Ga. - Selected to participate in "An Evening of Readings", May 1997
- ~Fragile (poem), Georgia Poetry Society, Atlanta, Ga. - Honorable Mention, Laurraine Goreau Memorial Award, April 1997
- ~The Value of a Tear (poem), American Collegiate Poets - Honorable Mention, Sept 1991
- ~Going through the Motions (poem), event Magazine - First Place, Creative Arts Competition, Feb 1989
- ~Reminisce (poem), Florida Language Arts Festival, West Palm Beach, Fla. - 2nd place, Feb 1987

## Employment History

### **Public Communications Officer | January 2007 - September 2011**

First Federal Bank | Harrison, Ark. | community bank with 18 branch offices and over \$800 million in assets

Created and implemented ongoing **Marketing Plan** to ensure accurate and current messaging for Web site, radio spots, online advertising, signage, flyers, marquee, and statements. **Wrote and edited** all internal and external Bank communications. Coordinated with department heads to ensure regulatory compliance and accuracy of all materials. **Served as Webmaster** for www.ffbh.com, including timely updates, ongoing Site Update Logs for compliance, copywriting, design, and functionality. **Stewarded total redesign of site**, which launched Jan. 2008, including creating architecture, developing navigation, developing new look and feel, expanding content, writing copy, hiring and managing web firm, and working with hosting provider to ensure compatibility and compliance. **Conducted media relations**, distributed press releases, expanded media database, and followed up with media. **Developed Communications Standards** document for acceptable uses of various items, such as addresses, phone numbers, product names, etc., which was adopted Bank-wide. **Revamped existing brochures** and created new ones to incorporate branding and Communications Standards. **Served as project manager** for various tasks, including trademarking logos; revamping and maintaining FFB Store with logoed promotional items on Intranet; updating internal and external forms; managing specific direct mail programs; and creating and promoting scholarships. Assisted with events and fairs. Mentored marketing department assistants.

#### **Awards:**

- ~www.ffbh.com: named **Best Local Website** by readers of the *Harrison Daily Times* for 2007, 2008, 2009, and 2010
- ~Fall 2008 ICE TIP, which recognizes Team Members who exhibit the bank's Core Values of Integrity, Commitment, Excellence, Teamwork, Innovation, and Professionalism

### **Advisory Board Member & Adjunct Instructor | August 2006 - May 2010**

North Arkansas College | Harrison, Ark. | community college

Served as member of **Northark's Business Advisory Board**; made suggestions on potential programs and classes and **consulted** on curriculum standards. Instrumental in revamp of college's plagiarism policy. **Taught Business English, Principles of Marketing, and Introduction to Information Technology** in the Business/Technical Programs Department. Assumed sole responsibility for instruction of students, development and evaluation of assignments, and creation and modifications of syllabi.

### **Marketing Communications Manager/Board Member | May 2006 - November 2010**

Ozark Arts Council | Harrison, Ark. | non-profit arts venue hosting theater, dance, music, and art exhibitions

Served as pro-bono consultant; elected to Board of Directors, including term as President; then hired by Board in Sept. 2009 to co-manage organization. Oversaw the planning and administration of the **annual budget**, as well as all performances and **programming** at the Historic 1929 Lyric Theater. Started the OAC's first exhibit space, the Oak Leaf Gallery, to showcase local artists. Developed **marketing materials and public relations** for all programming areas, including events hosted in the Lyric by the OAC, member organizations, and rentals. **Oversaw fundraising efforts**, including donor relations, creating collateral, soliciting sponsorships, donations and memberships, developing annual event, writing grant proposals, and preparing reports. **Served as Webmaster**; wrote and edited copy and created graphics as needed. Worked with nationally syndicated cartoonist and author **Jeff Koterba** from the *Omaha World Herald* to visit Harrison; created and promoted variety of community events including exhibit of his editorial cartoons, talk to high school students, lecture, and concert with his band.

## Marketing Director | March 2003 - September 2005

Center for Puppetry Arts | Atlanta, Ga. | largest non-profit arts organization in the US dedicated to puppetry

**Oversaw branding** for mid-sized arts organization, including marketing and public relations for all programming areas: theater, museum, education, and development. Created and managed **annual marketing budget and strategic plan**. Hired and supervised staff of five. Oversaw copywriting and graphic design for **all printed materials**, including annual reports, educator's guides, and membership and season brochures. Worked with development staff to **create sponsorship materials**. Solicited corporate and media sponsors and maintained sponsor relationships. Generated almost \$1.3 million worth of in-kind donations. **Oversaw advertising**, including ad production and placement. Conducted and analyzed market research. **Served as Webmaster** for www.puppet.org, including copywriting and updates, managing graphic interface, and conducting e-marketing. Worked with pro-bono video production firm to film 10 original Center performances, then brought to market as DVD offering. Worked with pro-bono web development firm to redesign and re-architect Web site, which launched July 1, 2003. Worked with pro-bono graphic designer to revamp Center logo and corporate materials to coincide with 25th anniversary.

### Awards:

- ~2003-04 Adult Programs Brochure: Best of Category - 2004 Print Excellence Award, Printing Association of Georgia
- ~www.puppet.org: 2004 "Standard of Excellence WebAward" from the Web Marketing Association
- ~Finalist for 2004 TechBridge Technology in Innovation Award
- ~Recipient of 2005-07 Manning Selvage & Lee (PR firm) George Goodwin Community Grant

## Additional Related Experience:

- ~Discover Mills, Lawrenceville, Ga., Marketing Director, April 2001 - February 2003
- ~World2one.com, Norcross, Ga., Marketing Communications Manager, September 2000 - April 2001
- ~Full-Time Graduate Student at Georgia State University and Marketing Consultant, Atlanta, Ga., April 2000 - September 2000
- ~Center for Puppetry Arts, Atlanta, Ga., Marketing Director, July 1996 - March 2000
- ~Orkin Pest Control, Inc., Atlanta, Ga., Public Relations Coordinator, Oct. 1995 - June 1996; Administrative Assistant, Nov. 1994 - Oct. 1995; Office Assistant, July 1992 - July 1993
- ~Austin Kelley Advertising, Atlanta, Ga., Proofing Editor, July 1993 - August 1994
- ~Rollins, Inc., Atlanta, Ga., Communications Designer/Staff Writer, March 1994 - Nov. 1994; Communications Assistant/Staff Writer, May 1992 - July 1993
- ~The Headline Group, Atlanta, Ga., Public Relations Intern, December 1991 - January 1992
- ~United Way of Palm Beach, W. Palm Beach, Fla., Communications Assistant, June 1987 - August 1989

## Affiliations

### Current memberships:

- ~Ozark Arts Council, Harrison, Ark.
- ~Harrison Art League, Harrison, Ark.
- ~Artists of the Ozarks Gallery, Harrison, Ark.
- ~Arkansas Artist Registry as administered by the Arkansas Arts Council, Little Rock, Ark.
- ~Woman's Book Club, Harrison, Ark. Organization founded in 1900 to create a library in Boone County, Ark. and has the continued mission of supporting the library with funds and projects. Serve as Interim Corresponding Secretary. Bylaws only allow for 35 members, who have to be recommended and approved by current members before admittance.

### Former memberships (Harrison, Ark.):

- ~Co-Founder and coordinator, Ozark Writers' Block, critique group, Harrison, Ark., April 2008-December 2010; hosted community literary event, April 2009
- ~Featured artist at a number of Fridays on the Square events, monthly art walk in the Historic Harrison Square, Harrison, Ark., April 2008 - November 2010

### Former memberships (Atlanta, Ga.):

- ~ArtWitches, female artist group, founder
- ~Georgia Writers, Inc., newsletter editor
- ~Atlanta Coalition of Performing Arts
- ~Pinckneyville Writer's Group
- ~Arts and Culture Network of Atlanta (ACNA), founding member, Public Relations Committee co-chair, Executive Committee Member

## Computer Skills

Proficient in programs for Macintosh and PC.

- ~General Software: Microsoft Office (Word, Excel, PowerPoint, Access).
- ~Design Software: Adobe CS5 (Photoshop, Illustrator, Dreamweaver), Quark, Pagemaker, FTP programs.