

JAMAAL ORR

jamaalorr.com | jamaalorr@gmail.com | (646) 752-2036

PROFESSIONAL SUMMARY

Marketing strategist with experience growing global entertainment and tech businesses, specializing in brand storytelling, integrated marketing, performance marketing, and cross-platform campaign management. Proven ability to deliver measurable business impact through data-driven strategies, partnerships, and team leadership with over 950MM global impressions gained across 100+ campaigns.

SKILLSET

Marketing Strategy & Brand Development

Go-to-Market Strategy, Brand Positioning, Sponsorship Development, Integrated Marketing, Storytelling, Design & Creative Direction

Digital & Performance Marketing

Paid Media (Google, Meta, Snapchat, X), SEO/SEM, Organic Social, Influencer Partnerships, Funnel Optimization, Analytics

Leadership & Stakeholder Engagement

Team Leadership, Executive Communication, Business Development, Strategic Planning, Client Management, Mentorship, Agency Oversight

Research, Data & Innovation

Market Research, KPI Tracking, Media Planning, Budget Management, AI Tools & Emerging Tech, Experiential Marketing, Change Management

WORK EXPERIENCE

IOM (United Nations). New York, NY. May 2024 - Feb. 2025

Contractor

- Designed communication funnels connecting young professionals in North America to humanitarian career pathways.
- Produced recruitment experiences that expanded agency brand awareness among target demographics.
- Built partnerships with academic professionals to support field research initiatives.

Rock The Bells. New York, NY. Dec. 2022 - Nov. 2023

Head of Marketing and Brand

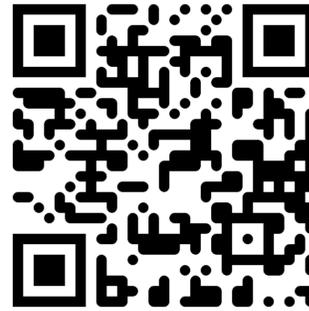
- Directed marketing and branding for Hip-Hop's 50th Anniversary celebration, spanning festival, cruise, concerts, book launch, and multi-platform campaigns.
- Collaborated with the sales team on integrated sponsorships with Walmart, VISA (Paris Olympics), and Procter & Gamble.
- Partnered with artists, influencers, and stakeholders, including the Jean-Michel Basquiat Estate, SiriusXM, and LL COOL J, Inc.
- Increased audience engagement and revenue through cross-platform brand activations.

Superfly X. New York, NY. Oct. 2021 - Nov. 2022

Vice President of Marketing

- Developed marketing campaigns for global touring experiences (Harry Potter, Friends, The Office).
- Partnered with Fever, NBCUniversal & Warner Bros. on brand identity and messaging.
- Oversaw PR agency, media strategy, influencer campaigns, ticketing websites, and social media.
- Delivered ticket sales growth via performance marketing and out-of-home campaigns.

PORTFOLIO WEBSITE



OVERVIEW

Branding

Experience in brand management, rebranding, and brand voice development. Skilled at managing asset production, copywriting and style guide development.

Management

A decade of experience managing teams and mentoring professionals. Skilled in cross-team and stakeholder management. Adept at industry standard project management tools and leading high profile campaigns.

Marketing

Experience creating integrated, traditional, and non-traditional paid and organic campaigns for global brands. Marketing funnel and KPI driven approach steeped in data and insights. Deep knowledge of earned media, industry best practices, and trends.

Strategy

Work with founders and executive leaders to align on business challenges and develop measurable solutions. Experience translating goals into action plans, executive summaries, operational playbooks and strategy decks.

EDUCATION

Brooklyn College

Master of Science
Media Studies

Morehouse College

Bachelor of Arts
Business Administration / Marketing

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WORK EXPERIENCE

DoorDash. New York, NY. May 2020 - Oct. 2021

Employee Connections Strategic Partner

- Collaborated across departments to build strategic employee engagement initiatives.
- Worked on cross-departmental operational sprints to grow the business, including international market expansion.
- Contributed to DoorDash IPO brand campaign and produced employee IPO event and company podcast.
- Managed the redesigned DoorDash's careers website.

Vevo. New York, NY. June 2016 - June 2019

Director of Creative Content and Programming Marketing

- Led North American marketing for music videos, original content, and brand campaigns.
- Built KPI-driven workflows across paid media and owned channels in support of stakeholder goals, including record labels, sponsors, and artists.
- Co-launched Somos Vevo (Latin music brand) and supported Vevo YouTube platform growth.

MTV (CBS/Viacom). New York, NY. Aug. 2013 - June 2016

Senior Social Media Strategist

- Used Google, Meta, X, and Snapchat ad products to target content and events like the MTV VMAs to audiences 13-34.
- Developed strategic rollouts for MTV priorities across CBS/Viacom partner networks, digital platforms, and mobile apps.
- Managed a multi-million dollar annual consumer marketing budget, optimizing social ad spend by 40%.

Adult Swim. Atlanta, GA. July 2010 - Aug. 2013

Digital Marketing Manager

- Marketed the adult swim brand, original shows, and events to young adult audiences 18-34.
- Executed brand activations at college campuses and pop culture events like Comic Con and music festivals, including Bonnaroo.
- Worked with creative teams on developing digital content such as microsites, live streams, promotional videos, and image assets.
- Partnered with sales teams on developing digital sponsorship packages for clients.
- Responsibilities included strategy, media planning, social media, experiential execution, budgeting, and agency management.

TBS.com. Atlanta, GA. Sep. 2007 - July 2010

Interactive Coordinator

- Managed marketing and product launches for tbs.com and tnt.tv.
- Project managed the launch of 28 branded games.
- SEO work contributed to a 60% increase in page views and a 40% increase in unique visitors across sites.
- SEM work drove 20% of referrals to tbs.com and 30% to tnt.tv.

OVERVIEW

EXTRACURRICULAR

Brand Gap Design Strategy Masterclass
BRIC TV Production Certification
DCTV Video Production Course
FIT Adobe Suite Continued Education
Flux Academy Brand Design
SCAD Graphic Design Course
The Edit Center Adobe Premiere

INTERESTS

Academics & Education
Art & Design
Community Engagement
Cycling
Economics
Emerging Technology
Media Literacy
Music & Production
Nature & Outdoors
Photography
Sports
Storytelling