

JAMAAL ORR

(646) 752-2036 | JAMAALORR@GMAIL.COM | JAMAALORR.COM ▶



200+ CAMPAIGNS DELIVERED

1B+ IMPRESSIONS

25+ GLOBAL BRANDS

Strategic marketing leader with experience solving complex business problems and scaling global brands across media, technology, and entertainment.

**CORE COMPETENCIES: BRAND STRATEGY • CONSUMER MARKETING • CAMPAIGN MANAGEMENT
CREATIVE DIRECTION • DATA ANALYSIS • OPERATIONAL LEADERSHIP • PROJECT MANAGEMENT**

WORK EXPERIENCE

Independent Consultancy. New York, NY. Feb. 2025 - Present

Brand & Marketing Strategist

- New York City Department of Education Career and Technical Education instructor in graphic design.
- Produce brand and email marketing campaigns to support Medgar Evers College (CUNY) in driving enrollment.
- Designed digital assets supporting World Cup 2026 city events in Boston, MA for the Ghana National Football Team.
- Developed go-to-market strategy to increase U.S. market sales by 15% for Copalli Rum, a small batch organic international spirits brand, utilizing deep research and sales acceleration frameworks.

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

Contractor

- Reached 25,000+ students and professionals by developing a comprehensive communication framework for IOM (International Organization for Migration) and its partners that drove awareness of research and career pathways within the United Nations system.
- Generated 92% positive feedback scores from key audiences by producing and facilitating interactive workshops, case studies, and presentations introducing the organization's mission to key audiences.
- Managed partnerships with 12 educational institutions and direct relationships with 30+ humanitarian professionals to support project goals.

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

Head of Marketing and Brand

- Drove 150M+ media impressions and sold-out attendance of 13,000+ for Hip-Hop's 50th Anniversary by orchestrating a global brand strategy spanning a festival, cruise, and multi-platform marketing campaign.
- Led the creative direction and brand strategy for the festival, cruise, Summer Olympic Games, book release, radio shows, and associated experiential events, integrating high-value partnerships with Rizzoli, Walmart, Procter & Gamble, and VISA to deliver immersive brand experiences.
- Managed partnerships with artists, influencers, and stakeholders, including the Jean-Michel Basquiat Estate, SiriusXM, and LL COOL J, Inc., to elevate brand awareness and deliver culturally relevant narratives for press pickup.

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

Vice President of Marketing

- Achieved 88% average sold capacity across 10 markets despite COVID19 pandemic for The FRIENDS Experience and The Office Experience by directing marketing strategy and execution while managing high-stakes global IP partnerships with entertainment brands Warner Bros. and NBCUniversal.
- Yielded 67M+ earned media impressions and 890K+ engagements to power sustained ticket sales by implementing an acquisition strategy leveraging PR and partner-integrated social media stunts.
- Led a multi-disciplinary team across design, project management, social media, and influencer strategy (100+ creators) while also serving as a spokesperson, doing local market television to drive sales and awareness.

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

Employee Connections Strategic Partner (Internal Communications & Employer Brand)

- Contributed to a 15% reduction in time-to-hire for key competitive roles by spearheading the careers website redesign and developing employer branding assets.
- Achieved a 92% participation rate and 98% site uptime for the company IPO event by managing the digital experience for 5,000+ employees across 4 time zones.
- Supported a 90%+ employee engagement score during a rapid growth phase by producing an internal podcast and supporting town hall meetings that improved internal cross-functional visibility by 27%.



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WORK EXPERIENCE

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

Director of Creative Content and Programming Marketing

- Drove the brand toward 800M+ daily global views by managing the go-to-market lifecycle for priority music video premieres with major labels and leading North American marketing strategies for flagship original content franchises, including Vevo LIFT, Artists to Watch, and Vevo Presents.
- Scaled the record label cycle of releases for 2,000+ artists while maintaining a 94% on-time delivery rate by building KPI-driven workflows across paid and owned channels.
- Captured 10,000+ on-site interactions at SXSW and other industry events through marketing of live events, then amplified reach to over 500,000 more digitally via social media and live-stream integrations.

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

Senior Paid Social Media Strategist

- Achieved a 40% optimization of annual social ad spend while maintaining peak engagement by piloting advanced in-app audience targeting tactics with partners Meta and Google.
- Generated 73M views and 60M social interactions for the 2015 VMAs by developing a strategic social rollout that broke Nielsen records for the most tweeted non-sports event.
- Grew MTV's social following by 4.2M+ users across the launch of 12+ cross-platform campaigns that achieved a 3.5x higher engagement rate than the industry benchmark.

Adult Swim (Cartoon Network). Atlanta, GA. July 2010 - Aug. 2013

Digital Marketing Manager

- Drove 50,000+ on-site brand interactions, solidifying relevance with the A18-34 demographic by managing high-impact brand activations at Comic-Con, Bonnaroo, and college campuses.
- Increased social media engagement by 30% by directing the creative development and distribution of digital assets, including live streams and promotional video campaigns.
- Partnered with sales teams to execute integrated digital sponsorship packages, fulfilling key client initiatives and contributing to annual revenue goals.

TBS.com (Turner Broadcasting). Atlanta, GA. Sep. 2007 - July 2010

Interactive Coordinator

- Delivered a 60% increase in page views and 40% increase in unique visitors by project managing the implementation of targeted SEO strategies.
- Generated 20% of referrals to tbs.com and 30% to tnt.tv through strategic SEM initiatives.
- Project-managed the development, launch, and marketing of 28 branded games for tbs.com and tnt.tv.

EDUCATION

Brooklyn College | The City University of New York

Master of Science, Communication and Media Studies

Coursework emphasized media theory, communication technology, media ethics, frameworks for critical analysis, research methods, and designing educational tools for media literacy.

Morehouse College

Bachelor of Arts, Business Administration

Coursework emphasized business management, marketing strategy, sales, finance, accounting, critical thinking, presentation skills, fundamental analysis, and economics.

CERTIFICATIONS & CLASSES

Artificial Intelligence

Google AI Essentials, Google Prompting Essentials

Marketing

Brand Gap Design Strategy Masterclass, Flux Academy Brand Design Course, Google Digital Marketing