

THEDA "TJ" JACKSON

CONTACT ASSETS

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CORE EXPERTISE

Marketing Strategy
 Brand Strategy
 Brand Storytelling
 Brand Positioning
 Corporate Communications
 Executive Communications
 Employee Experience
 Employee Engagement
 Executive Leadership
 Strategic Planning
 Organizational Transformation
 Omnichannel Marketing
 Digital Marketing
 Business Development
 Destination Marketing
 Stakeholder Alignment
 Experiential Events
 Customer Experience
 Air Service Development
 Non-Aeronautical Revenue
 International Affairs
 Servant Leadership
 Executive Presence

EXECUTIVE PROFILE

Award-winning marketing, brand storytelling, employee engagement, and communications leader with 25+ years of experience across destination marketing, airports, business development, and Delta Air Lines. Proven strength in MarCom strategy, brand voice, executive messaging, employee engagement, events, digital content, internal and external communications, and organizational transformation. Trusted advisor to senior leaders with a record of translating business, operational, and cultural priorities into clear communications, engagement, and experience strategies that connect employees, strengthen reputation, and support enterprise goals. Known for executive presence, servant leadership, sound judgment, authentic relationship building, and the ability to lead strategy while staying close to the work

PROFESSIONAL EXPERIENCE

EXECUTIVE LEADERSHIP SABBATICAL | Atlanta, GA

JUN 2025 - Present

Executive Leadership Development | Personal Wellbeing | Artificial Intelligence | Aviation & Hospitality

- Completed an intentional executive leadership sabbatical focused on personal well-being, organizational leadership, executive communications, AI, and future workplace technologies.
- Studied AI applications supporting employee communications, knowledge management, organizational productivity, and executive decision-making.
- Evaluated airline, hospitality, and customer experience innovations through international travel to identify communications, culture, and engagement best practices.
- Strengthened executive leadership perspective for senior roles aligned with aviation, communications, culture, employee experience, and enterprise transformation.

DELTA PROFESSIONAL SERVICES, A Delta Air Lines Company | Atlanta, GA

Vice President, Brand & Employee Experience / Vice President, Administration | OCT 2022 - JUN 2025

- Led the full employee experience division spanning marketing, communications, engagement, finance, administration, and technology systems, aligning people, brand, operations, and business priorities during more than 400% organizational growth.
- Directed the full enterprise rebrand and company relaunch, including messaging architecture, visual identity, website launch, social media, employee rollout, digital engagement, internal events, and brand governance.
- Developed enterprise-wide MarCom and communication strategies supporting executive priorities, organizational transformation, business expansion, restructuring, technology implementations, policy rollouts, and change management initiatives.
- Served as trusted advisor to executive leadership, developing speeches, presentations, executive correspondence, organizational announcements, Town Halls, leadership messaging, video messaging, and employee-facing communications.
- Created brand, communications, and executive governance frameworks, including annual strategy and content calendars, brand standards, review processes, and communication systems that strengthened alignment, consistency, and organizational voice.
- Directed employee communications and engagement, employee newsletters, DeltaNet/SkyHub-style internal content, surveys, recognition programs, leadership videos, engagement campaigns, executive meetings, and employee events.
- Served as content strategist, writer, and editor for website copy, intranet content, employee resources, FAQs, landing pages, executive presentations, digital content, newsletters, organizational narratives, and brand messaging.
- Partnered with Delta parent company teams, including Corporate Communications, Legal, Marketing, Flight Operations, HR, Finance, Technology, Business Systems, and Revenue, to align messaging and business priorities.
- Developed executive dashboards, governance reports, KPI scorecards, board presentations, financial models, and strategic communications supporting executive decision-making.
- Integrated communications, finance, operations, payroll, technology, and administration into scalable enterprise processes that improved governance, reporting, collaboration, and organizational effectiveness.
- Grew multiple functional departments from two direct reports to 15+ while mentoring managers, building scalable teams, and strengthening organizational capability.

HARTSFIELD-JACKSON ATLANTA INTERNATIONAL AIRPORT | Atlanta, GA

Brand Insights, Marketing & Engagement Manager | Commercial

JAN 2020 - OCT 2022

- Directed integrated commercial marketing, communications, stakeholder and community engagement, and customer experience initiatives for the world's busiest airport.
- Managed a \$24M commercial marketing portfolio, optimizing spend to drive non-aeronautical revenue growth and increase passenger awareness and spend for concessions.
- Created communications, experiential events, 360-degree campaigns, and marketing content supporting 300+ airport concessionaires and commercial partners.
- Developed executive presentations translating passenger analytics, passenger behavior, operational data, market intelligence, and commercial performance into actionable recommendations.
- Developed and managed airport-wide customer communications, including terminal digital wayfinding, accessibility messaging, interactive directories, terminal audio communications, and passenger information systems to elevate CX and support revenue.
- Supported citywide and airport collaboration tied to Super Bowl LIII, NCAA events, international delegations, and FIFA planning.
- Created and directed high-visibility initiatives and campaigns, including ATL Experience ambassadors, This Is My Airport, I ♥ ATL, ATL Restaurant Week, Taste of Atlanta, and airport-wide passenger engagement campaigns, earning national recognition, including the Allie Award for Best Public Event and ACI-NA industry honors for airport marketing and concessions recovery.
- Built partnerships with airlines, tourism organizations, government agencies, concessionaires, community leaders, and executive stakeholders.

Passenger Air Service Development and Travel Industry Engagement Manager | Commercial

FEB 2016 - DEC 2019

- Served as liaison between the world's busiest airport and international tourism communities, educating stakeholders, elevating the international arrivals experience, creating a stronger sense of Atlanta inside the airport, and supporting economic impact.
- Developed executive business cases using aviation analytics, financial modeling, passenger demand forecasts, and competitive market intelligence for air service development efforts.
- Created airline presentations, executive proposals, RFP content, incentive packages, destination marketing collateral, email campaigns, media communications, and tourism marketing content.
- Partnered with airline network planners on unified FAM tours, media initiatives, visitor growth, and government relations supporting regional economic development.
- Negotiated strategic marketing agreements with airlines, ministers of aviation and tourism, international consulates, chambers of commerce, area attractions, and public sector stakeholders to support route development.
- Updated terminal language, cultural, and passenger experience assets with custom signage, translations, and language interpreters for flight arrivals.
- Orchestrated market penetration and load factor optimization strategies for international route expansion, directly contributing to a 3% YoY increase in inbound international passenger traffic at ATL Airport.

DESTINATION COLLEGE PARK CVB, ATL Airport District | College Park, GA

Vice President of Sales, Acting Executive Director

2013 – 2014

- Led sales, business development, communications strategy, organizational branding, stakeholder engagement, governance, and operational infrastructure for a startup destination marketing organization.
- Developed brand, website content, board communications, newsletters, community communications, grant narratives, policies, marketing collateral, executive presentations, ROI reporting, and forecasting frameworks.
- Built relationships with city leaders, hotel partners, hospitality and tourism stakeholders, and community organizations while developing the organization's commercial foundation.
- Secured national convention business and events supporting the city's economic impact.

ENTERPRISE TECH

Microsoft 365
PowerPoint / Word / Excel
Outlook / SharePoint
Teams / DeltaNet
SkyHub / Salesforce
CRM / Mailchimp
Canva / Adobe CS
AI Productivity Platforms
Intranet & Web CMS
Invoice Works
KPI Dashboards
Project Management

AUSTIN CONVENTION & VISITORS BUREAU | Atlanta Regional Office
Director, Southeastern Regional Convention Sales 2008 – 2013

- Opened and established the Southeastern Regional Office, building executive relationships across corporations, associations, government agencies, hospitality organizations, and convention centers while securing national conventions.
- Led sales and business development, meeting and exceeding performance goals while expanding market reach and destination visibility.
- Negotiated destination partnerships and citywide agreements generating significant economic impact.
- Conducted sales calls, presentations, site visits, and events to promote the city as a top convention destination.
- Developed email marketing campaigns, CRM communications, convention proposals, RFP responses, newsletters, destination presentations, marketing collateral, and executive sales communications.

VISIT JACKSONVILLE | Jacksonville, FL 2004 – 2008
Account Director, Meetings & Conventions

- Secured national, regional, and local conventions and events for the region, exceeding all sales goals.
- Developed destination presentations, executive proposals, convention marketing strategies, stakeholder communications, and client engagement programs.
- Cultivated executive-level relationships across hospitality, government, tourism, and community organizations.
- Authored RFP responses, sales presentations, newsletters, email campaigns, prospect communications, destination collateral, convention marketing materials, and executive correspondence.

SELECT ACHIEVEMENTS

- Pitched, procured, and implemented an airport-wide interactive digital directory system across all terminals, including pre-security areas, leading content, graphics, design direction, metrics, reporting, and maintenance for ATL Airport.
- Created rapid-response passenger communications and ReachTV transition content after CNN Airport Network discontinued service without notice, developing replacement messaging, content, and coordination to maintain screen continuity in every gate area.
- Developed the globally recognized “This Is My Airport” brand campaign, showcasing recognizable faces across entertainment, government, business, and community leadership.
- Earned the National ACI-NA Adaptability Award for Airport Marketing Innovation and the Allie Award for Best Public Experiential Activation.
- Secured the largest convention in the City of Jacksonville’s history to date, with nearly 2,000 visitors and a citywide sellout, generating \$1.7M in economic impact.

EDUCATION & EXECUTIVE LEADERSHIP

Georgia State University, Associate of Arts, Communications
Bachelor’s Degree Equivalent, 20+ Marketing, Sales & Communications
Delta Air Lines L365 Executive Leadership Program
ATL Airport Chamber Elevate Leadership Graduate
AI-powered organizational leadership and work technologies
Formal executive Coaching and leadership development