

TJ JACKSON

Bringing 20+ Years of Business Development and Award-Winning
Aviation & Destination Marketing Expertise.
Ready to FLY on *Day One*

THEDA JACKSON



EXPERIENCE ARCHITECT

Curating Immersive Experiences at Scale to drive revenue

SIGNATURE EVENTS:

- "Taste of ATL" Airport Lounge: "Relax, Refresh, Recharge" (25,000+ attendees)
Featuring tastings, cooking competitions, and live demonstrations from airport restaurants. Recipient of the 2019 Allie Award for Best Outdoor Event.
- "Influencer Chef's Table" (ATL): A social-distanced event maximizing impact with minimal operational lift alongside prominent social media food influencers.
- Atlanta Jazz Festival "Scan to Fly": An onsite event activation of VIP areas and entry for 3+ days, promoting airport offerings to 200k+ park visitors during the event.
- Numerous large-scale events for Hartsfield-Jackson Atlanta International Airport (ATL), including Super Bowl LIII arrivals, NCAA tournaments, and VIP & Concessions events.
- Delta Professional Services (DPS) 5-Year Anniversary & Founders Day event (500+ attendees, February 2023)
- Visit Jacksonville & Visit Austin: Big Apple BBQ (NYC), Whole Foods customer chef events (ATL), private dine-around events, and customer familiarization tours (AUS/JAX).

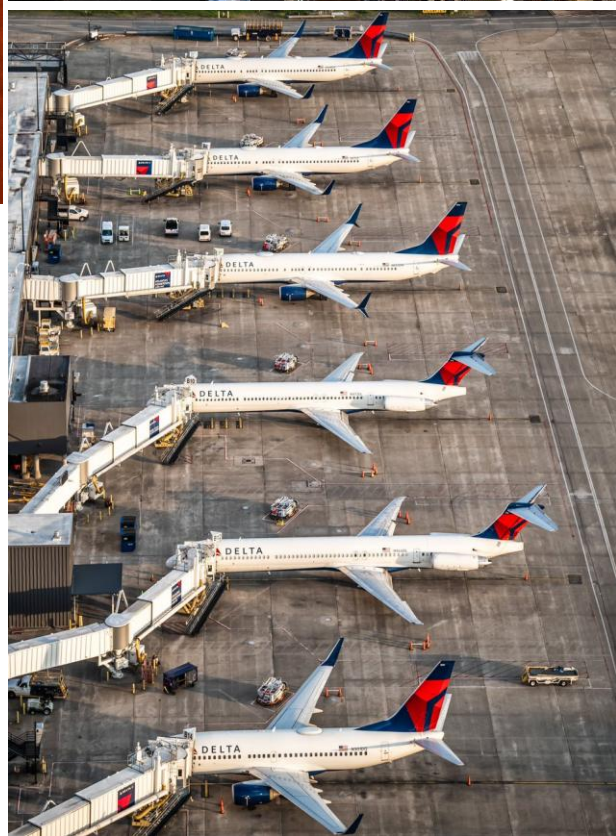


AIRPORT & TERMINAL ACTIVATIONS:

Understanding Terminal Spaces with Purpose

- Hosted airport tours for chambers of commerce, consular representatives, and tour operators.
- Executed airport gate events and inaugural flight celebrations for airlines: WestJet, JetBlue, Delta Air Lines, and Frontier.
- Managed Terminal ribbon-cutting events for new concessions, public art installations, and charitable organizations, coordinating media, stakeholders, and political community engagement.
- Developed "ATL Experience" ambassador programs featuring local iconic figures to bring a sense of place from the local and state area into the terminals.
- Organized in-terminal events such as airport scavenger hunts, live radio remotes, sports teams, mascots, and live music programming.





COMMUNITY & INDUSTRY CONNECTOR

Forging Strategic Alliances

I excel at identifying, negotiating, and implementing mutually beneficial in-kind marketing partnerships with community organizations, local attractions, and area ambassadors, all while being a committed steward of the community.

PARTNERSHIP & OUTREACH HIGHLIGHTS:

- For ATL's Mayor's 5K on the Runway, I supported community sponsorships, event activation, VIP hosting, engagement with charitable organizations and local celebrities, and media relations.
- Held Board Representation & Speaker roles with organizations like US Travel Association, PCMA, Hotel Lodging Association, SE Tourism Society, Georgia Business Travel Association, Travel South, and Aerotropolis aviation school programs.
- Airports at IPW Alliance Initiative: Created and hosted a roundtable for airports attending IPW (the largest global travel show) to facilitate annual meetings and quarterly updates for information sharing and best practices.
- Provided charitable & community support by engaging with local chambers, charitable events, aviation in schools' initiatives, and non-profit organizations.
- Hosted and traveled with international delegations, including Consular Corps and area chambers from India, China, Colombia, and Brazil, supporting air service development.
- Project Manager for the Brand USA Public Art Gateway Airport Program, overseeing international arrivals area art installations from the state and city.

BRAND STORYTELLER

I drive connection through brand storytelling using creative digital, in-house, and external campaigns that increase revenue and enhance the passenger experience.

CAMPAIGN DEVELOPMENT

- "Yes! We Are Open": A 360-degree campaign launched during the pandemic to highlight open airport locations, driving revenue awareness (ACI Adaptability Award winner).
- "ATL's Got It": A campaign highlighting commonly unknown airport goods and services.
- "This is My Airport": ATL Experience leader bringing a sense of place inside terminals via local iconic figures, celebrities, attractions, and vendors
- "I ♥ ATL": Annual CX kick-off campaign with surprise and delight in terminal activations, passenger storytelling, celebrating the airport, and brand ambassadors
- ATL Dynamic Wayfinding: Enhanced passenger journeys via dynamic digital wayfinding tailored to each concourse.
- ATL Directories: Managed 100% of copy and digital content input for the new and interactive concourse directories, including ongoing strategy and audits.
- ATL Skypointe: Oversaw all marketing efforts, branding, and budget encompassing over 300 concessions operators to drive traffic to locations, increasing revenues (Shop, Dine & Explore).
- ATL Restaurant Week: Led the execution for the award-winning digital event showcasing terminal restaurants with chef demos, recipes, interviews, and video during the pandemic, driving awareness and revenue (2021 ACI-NA Award).



BRAND INNOVATOR

360° Content Strategy & Execution

MEDIA & CONTENT PRODUCTION:

- **Web:** Led the full execution of content strategy and development for the first DPS website, dpsaviationservices.com, launched in March 2025, and a new intranet site. A Delta Air Lines Company.
- **Social:** Led and implemented every component of DPS's full communication strategy and launched and managed a new corporate LinkedIn presence.
- **Digital:** Managed programming content for hold-room television networks across airport concourses (CNN Airport Network / ReachTV), including airport information, concessions awareness, and various series support.
- **Digital:** Developed concepts for non-aeronautical revenue opportunities to offer airport and company items, called "ATL Shop" and "DPS Shop" e-commerce sites.
- **Video:** Executive producer for the DPS 5th Anniversary celebration and video production supporting ATL concessions and destination marketing initiatives in Austin, Texas, and Jacksonville, Florida.
- **Print:** Editor of the bi-annual Destination Skypointe Airport Magazine and led concept development and fulfillment of multiple print marketing materials.





**YOUR VISION +
MY EXPERTISE →
OUR COLLECTIVE **SUCCESS.****

Ready to FLY from day one, bringing experience, purpose, and partnership to help elevate the journey ahead.

Thank you for your consideration.

Theda Jackson-TJ

"Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do." – Steve Jobs



WHAT OTHERS HAVE TO SAY ABOUT TJ

"TJ is Awesome. Period. Everything you ever would want to ask for in a Rep. TJ has. She will always exceed any expectations"

-James Crichlow, Chief Marketing Officer, Atlantic Logistics

"TJ is the type that needs little attention. Just provide her with the overall objective, the desired end result, and the available tools, then TJ will handle the rest. A great self-starter and go-getter. We all could use a TJ..., someone who isn't afraid of lions, tigers or bears."

-Hentz Menard, Director of Business Development, Atlas Travel

"My time working with TJ was a wonderful experience. She has a captivating demeanor that works well with clients from every sector and knows how to engage and network well." - **Holly Morchat, General Manager of Engagement, Ace New Zealand**

"TJ Jackson and I have collaborated on several hospitality industry related activities and I have the utmost regard for her dedication, tenacity, business acumen and charm---a very powerful combination!" -**Barbara Stroup, Managing Partner, MarketMarker Events Partners**

KEY REFERENCES AVAILABLE UPON REQUEST

- Marc Lippens, President, Delta Professional Services
- Bob Skinner, SVP, Client Experience, Delta Professional Services
- Elise Durham, Assistant General Manager, ATL Airport
- Rob Hampton, General Manager, Palm Beach County Convention Center
- Tony O'Brian, Vice-President-Real Estate, Tampa Airport
- Carol Gaddis, C.M., CEM, VP of IT and Innovation

WORKS CITED & PORTFOLIO LINKS

ACTIVATIONS:

Taste of Hartsfield-Jackson

[Taste of Hartsfield-Jackson 2k18 Recap](#)

Concessions Outreach event:

https://www.youtube.com/watch?v=MC8i_b8gcww

DPS Founder's Day Event

<https://www.youtube.com/watch?v=-yyUumiGIHo>

ATL Skypointe Chef's Table:

https://www.youtube.com/watch?v=MC8i_b8gcww

Grinch at ATL :

<https://www.youtube.com/watch?v=l2gBazVkbYw>

CAMPAIGNS:

Love is in the AIRport:

<https://www.youtube.com/watch?v=WYu0l1SdtpM>

ATL Restaurant Week:

<https://www.youtube.com/watch?v=znRmgCrG72Y>

Grab & Go:

<https://www.youtube.com/watch?v=3MkEVTR1iUA>

Breast Cancer Month:

<https://www.youtube.com/watch?v=whdkmRED8Ec>

Mother's Day 2020:

<https://www.youtube.com/watch?v=gVsOYsv1GYQ>

Chef Demo : Chicken & Beer:

<https://www.youtube.com/watch?v=SEKRJ2yYc4Q>

Georgia Grown

<https://www.youtube.com/watch?v=l845p4Dsric>

EXECUTIVE PRODUCTION:

[DPS 5 Year Anniversary Video](#)

[What is ATL Skypointe:](#)

[Grab & Go Hudson, ATLSkypointe](#)

EDITORIAL:

[Destination Skypointe Magazine](#)

BRAND DEVELOPMENT:

[DPS Rebrand](#)

[DPS Website Development & Launch](#)

[DPS Social Media Launch & Strategy](#)



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BRAND EXPERIENCES. REAL IMPACT.