

THEDA "TJ" JACKSON

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CORE FOOTPRINT

Executive Communications and
Employee Engagement

Aviation Revenue and
Concessions Strategy

Omni-Channel Brand
Storytelling and Ecosystems

Strategic Marketing and
Destination Positioning

Public-Private and Global
Partnerships

Organizational Transformation
and Change Leadership

Stakeholder Alignment and
Executive Counsel

EXECUTIVE BIOGRAPHY

TJ JACKSON Commercial Strategy | Executive Communications | Brand Experience

TJ Jackson is an award-winning brand storyteller, commercial marketing leader, business development strategist, and aviation executive with more than 25 years of experience across destinations, airports, operations, hospitality, and Delta Air Lines. She is known for turning business, operational, and cultural priorities into clear narratives, meaningful experiences, and measurable results that drive revenue.

Most recently, TJ served as Vice President of Brand & Employee Experience at Delta Professional Services, a Delta Air Lines company, where she also functioned as a senior people and culture leader during more than 400% organizational growth. She led the company's full enterprise rebrand, launched its first external website, built its social media presence, revolutionized payroll, created the onboarding experience, and shaped the organization's voice through executive messaging, internal storytelling, employee engagement, events, and digital content. Her leadership also spanned finance, marketing, communications, and technology systems supporting growth and enterprise alignment.

Previously, TJ led strategic marketing, passenger engagement, commercial marketing, and executive stakeholder initiatives at Hartsfield-Jackson Atlanta International Airport. Her work included marketing strategy for more than 300 concessionaires, large-scale experiential and digital campaigns, passenger-facing communications, and partnerships across airlines, tourism organizations, government agencies, concessionaires, and community stakeholders.

At ATL, TJ supported global air service development, route marketing, inaugural route launches, international delegations, airline partnerships, and destination positioning efforts that helped increase international inbound passenger traffic and strengthen Atlanta's role as a global gateway. She also led and supported high-visibility initiatives tied to Super Bowl LIII, NCAA events, FIFA planning, ATL Experience ambassadors, This Is My Airport, I ♥ ATL, ATL Restaurant Week, Taste of Atlanta, and airport-wide passenger engagement campaigns. Her work earned national recognition, including the Allie Award for Best Public Event and ACI-NA industry honors for airport marketing and concessions recovery.

Her background also includes leadership roles with the Austin Convention and Visitors Bureau, Destination College Park, and Visit Jacksonville, where she secured national convention business, booked citywide conferences, built hotel and tourism partnerships, supported major events, and aligned public and private stakeholders to drive economic impact for leading cities.

TJ brings executive presence, servant leadership, sound judgment, authentic relationship building, and the ability to lead strategy while staying hands-on with the work.

An Atlanta native and global traveler, TJ takes pride in her hometown airport, airline, and teams, including the Falcons, Hawks, Braves, and Atlanta United.