

JAY G. HARROD

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STRATEGIC THINKER. PR & WRITING PRO. 25+ YEARS OF EXPERIENCE

Sustainability & Environment | Corporate Communications | Non-Profit | Tourism

Experience includes work as a journalist, for state and federal government, as a private consultant, and for the world's largest environmental non-profit organization as well as close collaboration with corporations, PR & ad agencies, other non-profits and professional associations. Adept at digesting complex technical or scientific concepts and explaining them in succinct, easy-to-understand and engaging ways through a variety of different media, such as key messages and executive summaries, video, graphics, web environments, presentations, etc.

- Strategic Communications Planning
- Web & Video Production
- Media Relations
- Extensive writing experience
- Managerial experience
- Social media & graphic design oversight

PROFESSIONAL EXPERIENCE

THE NATURE CONSERVANCY (TNC)

2005 to 2025

Associate Director of Communications II

As part of TNC's Global Communications Team, I served as communications lead for our freshwater, stormwater, flood-risk reduction and water scarcity work in North America and beyond. In these roles, I: served on executive management teams to develop and track strategic goals; developed and implemented comms plans; managed marketing professionals, to include vendors and staff at PR and ad agencies; worked with TNC science, government relations, and philanthropy staff—as well as with corporate partners—to create key messages that informed a wide array of strategic communication assets; pitched media stories; and planned and led media trips. My duties also regularly entailed collaborating with staff from local, state and federal agencies, other NGOs, corporations and associations. *(Began working for TNC as Senior Media Relations Manager and was promoted to Associate Director of Marketing I in 2010. In 2024 I was promoted to Associate Director of Marketing II.)*

- As comms lead for the [Sustainable Rivers Program](#) for 12+ years, helped grow the budget from \$500K to \$7M annually
- Served as the on-the-ground media relations manager during the rediscovery of the ivory-billed woodpecker, which generated more than 25,000 positive news stories around the globe
- Served as the comms lead for the launch of [America's Watershed Initiative](#) and its first "Report Card," which generated more than 2,500 news stories throughout the U.S.
- Spearheaded the creation, content development and promotion of five websites, including brightstorm.org, americaswatershed.org and NRCsolutions.org
- When tasked with raising awareness of TNC's engineering work, successfully pitched (and primarily wrote) a six-page story in *The Engineering News-Record* that included a full-page shot of TNC's CEO on the cover
- Shot and edited or oversaw the production of dozens of videos
- Completely changed the [once negative] way media in Arkansas covered the use of prescribed fire to improve forest health
- Regularly tasked with filling vacant roles (i.e. prescribed fire/forestry, agriculture, large-scale global fisheries)
- Often sought by program directors to lead communication and marketing efforts for new initiatives

Arkansas Department of Parks & Tourism (ADPT), Little Rock, Ark.

2001 to 2004

Communications Director

Worked with ADPT leadership and its ad agency to create strategic and comprehensive marketing and communications plans; managed a team of seven staff; planned and led media tours; and oversaw the major redesign of Arkansas.com and the addition of arkansasmediaroom.com and arkansashotdeals.com.

- Version 2.0 of Arkansas.com became one of the top-five performing state tourism sites in the nation
 - I worked closely with the contractor in determining the site's layout, sections, navigation and UX
 - The travel writers and photographer I managed produced most of the site's content
 - *(Note: much credit is due to the forward-thinking web contractor that built the site.)*
- As an active member of the Society of American Travel Writers (SATW), I successfully pitched Little Rock as the destination to host the SATW's U.S. 2004 Convention and helped plan "fam tours" throughout the state—these efforts resulted in dozens of travel stories in outlets throughout the U.S.

ADDITIONAL RELEVANT EXPERIENCE

MAXFIELD COMMUNICATIONS, Owner (2004 to 2005)

Provided public relations and Internet marketing services for 10 clients I secured in the tourism industry in Arkansas and Texas, including [Mountain Harbor Resort & Spa](#), the [Red Apple Inn & Country Club](#) and the [Greers Ferry Lake & Little Red River Regional Tourism Association](#).

U.S. ARMY'S COMPUTER SECURITY LOGISTICS ACTIVITY, GS-11 Logistics & Communications Specialist (1997 to 2001)

While I started this civilian job at the Army's Communications Security Logistics Activity at Fort Huachuca, AZ working strictly in the field of logistics management, I ended it in a position in which I planned conferences, represented the organization at trade shows, wrote and produced brochures and fact sheets, and oversaw web production efforts.

SHERWOOD VOICE, Staff Writer (1996 to 1997)

I was a full-time staff writer specializing in features, business spotlights, the police beat and photography while also attending college full-time during my senior year and serving as the Arts and Entertainment Editor for the university's newspaper.

EDUCATION, VOLUNTEER & ADDITIONAL INFORMATION

Bachelors Degree in Professional & Technical Writing, University of Arkansas, Little Rock, Ark. (1993-1997)

- Recipient of a four-year full academic scholarship
- Summa Cum Laude Graduate with an overall 3.97 overall GPA, achieved while working full-time throughout my time in college
- Served as a tutor in the University's Writing Center and as A&E editor for the school's newspaper
- Purchased my first home at the age of 20 while attending college

Volunteered for the Christian-based [Kairos Prison Ministry](#) for years and for the Christian-based "No Excuses" mentor program for inner-city youth for six years (but still maintain a close relationship with this young man—now in his late 20's—today).