

# Thornell Jones, Jr.

3760 Lockland Dr. #8 • Los Angeles • CA • 90008 • 562-208-6486 • Email:Fortressmktg@gmail.com

## Marketing & Product Development Executive

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Resourceful leader adept at implementing high-profile, image-based marketing campaigns within entertainment/corporate industry, both public/private. Creates integrated strategies to develop new/existing sales, brand/product evolution and media endorsement. Strong and persuasive interpersonal skills. Possesses efficient written and communication aptitudes. Detail oriented. Personal qualities include entrepreneurial work ethic, adaptability, autonomy, drive and result-oriented attitude.

### Professional Experience

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**Fortress Marketing, Los Angeles, California, January, 1997 – Present**  
*Sole Proprietor*

#### Principal Client: Hidden Beach Recordings

Marketing & artist brand awareness. Assisted in company launch as one of the first four staff members. Analyze and manage marketing and budget affairs for well established and industry-recognized entertainment companies and record labels. Assist new ventures with Product Development process and organizational development. Accomplishments in this capacity include:

- Generated in excess of 50 million dollars in revenue for Hidden Beach
- Launched career and implemented break-through marketing campaign of multi-platinum Grammy® award winning artist Jill Scott
- Launched successful music career of TV actress Tatyana Ali for Will Smith Productions / MJJ Music
- Developed “Have a Lovely Day” charitable campaign with Hidden Beach and Dress for Success™
- Implemented the VIBE/T.H.U.G. “Whip Up Your Game” Sweepstakes with VIP Custom Motoring, Global Gaming League, and X-Box
- Managed multi-million dollar NASCAR imaging campaign featuring multi-platinum, Grammy® Award winner Darius Rucker
- Conceived and implemented a mall tour for Reebok/Kids Footlocker and Nickelodeon
- Executed media plans for Edmonds Entertainment and Lion’s Gate

**Polygram, Incorporated, New York and Los Angeles, June, 1991 – November, 1997**

*A&M Records – Director, Marketing and Product Development*

Established leadership role with the A&M Marketing Team in the development and execution of marketing plans/campaigns for several R&B acts. Accomplishments in this capacity included:

- Awarded RIAA Gold Certification for Mint Condition CD release for 500,000 unit sales
- Developed multi-tiered strategic partnership with NAACP for the “Stop the Violence” Campaign
- Deployed promotional campaign resulting in three number one singles with inspirational R&B artist Ann Nesby

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### Education

Wesleyan University,  
Middletown, Connecticut, 1984  
B.A. Economics

#### Additional Coursework

UCLA, Anderson Graduate  
School of Management,  
Los Angeles, California,  
September, 1987  
MBA Program - Entertainment  
Management/Marketing  
Emphasis

### Core Strengths

- Team Player & Leader
- Detailed & Multi-task Oriented
- Strategic Partnership Procurement
- Market Research Analysis
- Financial Analysis

### Career Highlights

- Generated in excess of 50 million dollars in revenue for Hidden Beach Records label
  - Launched career and implemented break-through marketing campaign of multi platinum Grammy award winning artist Jill Scott
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**Motown Records, April 1995 – March 1996– *Product Manager***

Customized and effectively executed marketing strategies for assigned stellar artist roster - including Diana Ross and Johnny Gill. Accomplishments in this capacity included:

- Facilitated the invigoration of Motown’s marketing and methodology by introducing contemporary lifestyle marketing techniques for Diana Ross, Johnny Gill and Stevie Wonder;
- Created and coordinated Motown Night at Hollywood Park Racetrack featuring performances by veteran artists.

**Mercury Records, June 1991 – March 1994 – *Marketing Manager***

Customized and effectively executed marketing strategies for a roster of Rap and R&B acts. Accomplishments included:

- Originated the marketing campaign for Brian McKnight's platinum debut album
- Managed a subsidiary label for platinum artist Black Sheep and their associated artists

**Giant Records, Los Angeles, California, March, 1994 – March 1995**

*Director of Marketing*

Customized and effectively executed marketing strategies for a roster of urban acts. Accomplishments included:

- Developed regional promotion for multi-platinum artist Jade and the Body Shop
- Conceived of and implemented the inaugural record label branding campaign
- Coordinated “The Inkwell” soundtrack and home video launch in association with Disney

**Capitol Records, Los Angeles, California, January, 1990 – June, 1991**

*Senior Financial Analyst*

Performed financial and operational projections contributing to periodic financial reports. Accomplishments included:

- Developed a financial model for MC Hammer home video release
- Monitored monthly recording expenses for corporate pro forma

**IBM Corporation, New York, December, 1984 – September, 1989**

*System Engineer*

Member of account team leading introduction and implementation of PC based systems for administrative and marketing solutions within a utilities corporate environment. Accomplishments included:

- Elected President of the world renowned IBM marketing training class
- Introduced customized touch-screen technology for customer service application at Brooklyn Union Gas

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Affiliations

**The Recording Academy**

Voting Member  
Chairman of R&B Grammy  
Submissions Review Committee  
2005, 2006, 2007

**Thurgood Marshall  
Scholarship Fund (now  
defunct),**

Advisory Board Member  
Entertainment Industry Careers

**Musicians Institute -  
Hollywood**

Instructor  
Digital Marketing - 2015

*References Furnished  
Upon Request*

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# Fortress Artist Pool



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- Ahmad
  - Angie Fisher
  - Angie Stone
  - Ann Nesby
  - Anthony David
  - BeBe Winans
  - Big Till
  - Black Sheep
  - Blaxuede
  - Blu
  - Brenda Russell
  - Brian McKnight
  - Brownstone
  - Calvin Richardson
  - CeCe Peniston
  - Change Is Now
  - Company (Donald Lawrence)
  - Coco Brown (Spoken Word)
  - Darius Rucker
  - Darrius Willrich
  - Diana Ross
  - Divine Brown
  - Donnie
  - Eric Roberson
  - Femi Kuti
  - Fifth Power (Latin)
  - Goapele
  - Hammer
  - Impromptu
  - Inkwell Soundtrack
  - J. Charles & SolStarr
  - Jill Scott
  - Joe
  - Johnny Gill
  - Karen Jones
  - Kindred The Family Soul
  - Leigh Jones
  - Lina
  - Mike Phillips
  - Mint Condition
  - Naturally 7
  - N'dambi
  - Onitsha (contemporary Gospel)
  - OZ – The Soundtrack (hip hop/rap)
  - Peter Black
  - Ramsey Lewis
  - Raphael Saddiq
  - Rebbie Jackson
  - Seal
  - Slakah The Beatchild
  - Steely
  - Stevie Wonder
  - Taja
  - Tatyana Ali
  - The Tony Rich Project
  - Tony Toni Toné
  - Unwrapped (contemporary jazz)
  - Vanessa Williams
  - Wade O. Brown
  - Walter Beasley
  - Will Downing
  - Yes We Can