

# JANE COLOCCIA

Dana Point, CA

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## BRAND STORYTELLER/CONTENT STRATEGIST

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I was born to be a storyteller and knew I wanted to write for a living for as far back as I can remember. Along the way, I became intrigued by business — learning how a company takes its product to market and best communicates the experience to the consumer. It became my passion and life's work to create and elevate brand storytelling that is at once authentic, organic, dynamic, and impactful.

Creative Brand Storytelling  
Long Form Custom Print Publishing  
Short Form Digital Content  
Print & Electronic Brochures  
Editorial Calendar Development  
Vertical Content Development

Content Strategy  
Website Content Development  
Social Media Content  
Native Content  
Advertising & PR Content  
Content Assessments & Roadmap Development

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## PROFESSIONAL EXPERIENCE

**JC Communications, LLC – Dana Point, CA and Pennington, NJ**

2002 – Present

BRAND STORYTELLER/CONSULTANT

Work with a variety of organizations from startups to Fortune 500 companies to provide strategic brand messaging, digital and print content, PR positioning, social media content strategy and monthly content calendars, online reputation management, copywriting, and more with a specialty in travel, food, and lifestyle industries.

### **Key Accomplishments:**

- Integrated a new brand voice to tell the story of the complete renovation and upgrade as the Marco Island Marriott became the JW Marriott Marco Island in all communications vehicles (in-room videos, websites, sales materials, etc.)
- Developed overall content strategy for various hotels across the U.S. and Caribbean to be executed via their social media channels. Monthly content calendars incorporating copy and photos/videos were designed to promote all revenue generating areas of the hotel and motivate user engagement.
- Managed the editorial content development for custom-published newsletters, magazines, and guides for Sanders Beach Rentals, Cruise Lines International (CLIA) and Cruiselink/GEM Consortia as well as content for *Home By Design*, *Alaska's Best Kitchens*, and *Every Kiss* (Kay Jewelers) magazines.
- Develop positioning copy and content for use by Sawgrass Marriott Golf Resort & Spa in all of their marketing vehicles (website, brochures, etc.).

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Select Clients: Marriott Hotels, Renaissance Hotels, Cypress Tourist Office, Smart Destinations/Go City Card, EmpireCLS Worldwide Chauffeured Services, Ritz-Carlton Orlando, Grande Lakes, JW Marriott Marco Island, Sceptre Tours, GreatValueVacations.com, 1-800-FLOWERS.com, Discover Torrance, Kempinski Hotels, Marmara Hotels & Resorts, Gutsy Women Travel, HSBC, Merrill Lynch, GMAC Real Estate, Navajo Nation Business Development. Full client list at [jccommunicationsllc.com](http://jccommunicationsllc.com).

**The Leading Hotels of the World – New York, NY**  
DIRECTOR OF COMMUNICATIONS

2000 – 2002

Recruited to come in-house and invigorate a latent corporate communications department and create global awareness for the re-engineered luxury hotel brand. Acted as company spokesperson, published annual reports, addressed all speechwriting needs for C-level executives, compiled a global PR agency team, devised strategy for all internal and external communications, revamped the company's website, and developed revenue-generating opportunities to offset operational costs for a new in-house digital marketing team.

**Key Accomplishments:**

- Transformed the website from a static brochure to e-commerce channel.
- Established multiple revenue-generating streams to completely offset the cost of website redesign and the establishment of an in-house digital marketing team.
- Spearheaded the confidential agreement and subsequent US announcement of a co-branded partnership with the Relais & Châteaux brand.

**JC Communications, LLC – New York, NY**  
PRESIDENT & CHIEF CREATIVE OFFICER

1996 – 2000

Established marketing communications agency, which specialized in public relations and advertising creative development. Accountable for all new business development, budgeting, client management, team building and mentorship, and P&L.

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## EDUCATION, CERTIFICATIONS, MISCELLANEOUS

**BA: Communications**

**CW Post College of Long Island University** – Greenvale, NY

**CHME – Certified Hospitality Marketing Executive**

**Hospitality Sales & Marketing Association International (HSMAI)** – Washington, DC

**Speaker**

**Present on Social Media, Reputation Management, Marketing to the Affluent Traveler, and How To Communicate the Experience at various domestic and international conferences.**