



# TOMEKA JONES

TRAVEL JOURNALIST • CONTENT CREATOR • BRAND SPOKESPERSON



Tomeka Jones is an award-winning journalist, originally from the Rocky Mountain state of Colorado, currently residing in Atlanta, Georgia. Tomeka is a lifelong traveler and is passionate about sharing her globe-trotting adventures with audiences throughout the world. Before launching her own brand, *"Travel in Style with Tomeka"*, she spent 8 years covering a variety of national and international travel stories for CNN, one of the most prestigious media companies in the world.

As a community connector in the travel space, Tomeka helps link brands and businesses with Black, Indigenous, and People of Color while also familiarizing BIPOC travelers with luxury, arts, and adventure experiences. She partners with various media companies on behalf of tourism organizations to strategically reach her client's target demographic.

Tomeka's high-profile projects include *Travel in Style with Tomeka*: Breckenridge; CNN Travel Luxe Series: Bangkok, Napa Valley, and Turks & Caicos Islands where she traveled to each destination to report on 5-Star hotels, Michelin-starred restaurants and luxury adventures. Tomeka's storytelling covers a wide range of topics from business and leisure travel, to health and wellness, luxury travel and CEO hospitality profiles.

## TOMEKA'S WORKED WITH



# LET'S COLLABORATE

Tomeka Jones provides a variety of multi-media content services for business and leisure travel organizations, health and wellness brands, luxury travel experiences, and adventurous destinations. She aims to develop long term partnerships while assisting businesses with implementing initiatives and strategies that further their commitment to diversity, equity, and inclusion.



## Visual Storytelling

Specializing in producing, writing and capturing video content that illustrates your brand's creativity and authentically. Tomeka delivers premium content, packaged for distribution on broadcast networks and digital media channels.

## Content Creation

Increase awareness of your brand through strategic, multi-channel content, including video, production, photography, website copy, blogging, testimonials and reviews, social media, earned media coverage and more.

## Brand Spokesperson

Tomeka leverages her media experience as a broadcast travel expert to elevate tourism brands through paid and earned content. Tomeka can represent your company through broadcast networks, digital media, an in-person as well as virtual events.

# TOMEKA'S RESULTS

## SUMMER GETAWAY TO BRECKENRIDGE

**1.28M+** impressions

Broadcast in **64** airports on ReachTV, the largest airport network in North America



TESTIMONIAL:

**“Working with Tomeka was a breath of fresh air. Her authenticity and creative energy combined with passion and professionalism made this project go incredibly smooth. I was especially impressed with her ability to deliver results on a tight timeline, with a final product that was above and beyond my expectations. Her personality shines through everything she does, and she is a pleasure to partner with for content creation and storytelling.”**

**—Lauren Swanson, Public Relations Director, Breckenridge Tourism Office**

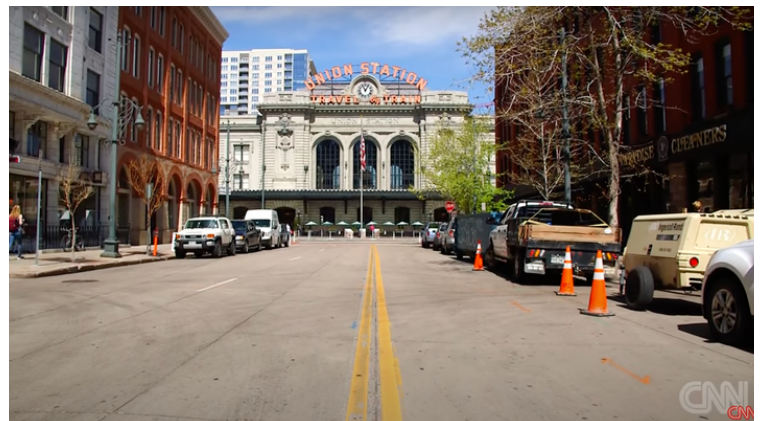


## INDULGE YOURSELF IN NAPA VALLEY

**81K** YouTube views

## DENVER'S NEW UNION STATION

**17K** YouTube views





THE BEAUTY OF BANGKOK

**7.5K** YouTube views



COLORADO & COMPANY/ OPERA HOUSES CIRCUIT

9news.com



**STATISTICS\***

**\$129.6 billion** Black leisure travelers spent on domestic and international travel combined in 2019

**54%** of Black American travelers are more attracted to destinations incorporating people of color in their travel marketing

**65%** of leisure travelers admitted that videos influence their decisions about where they will go and what activities they will do

\*According to the MMGY Travel Intelligence report