



JAVONTE PEARSON

CHIEF MARKETING OFFICER

SUMMARY

Distinguished for his leadership in social media, content creation, and branding, backed by a distinguished background with the US Army and Air Force, focused on improving communications and community engagement.

FIELDS OF EXPERTISE

- Social Media Management
- Content Creation
- Branding
- Presentation Design
- Graphic Design
- Marketing Material
- Public Affairs
- Team Management
- Event Coordination

LET'S TALK!

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BIOGRAPHY

As Chief Marketing Officer of ROOTED Consulting Group, Javonte leads initiatives in social media management, content creation, and branding. With a diverse portfolio of responsibilities, he excels at crafting compelling PowerPoint presentations, designing impactful digital artwork, and planning high-level corporate events. His expertise also includes orchestrating conference logistics, creating engaging marketing materials, and coaching senior leaders for media engagements, ensuring that Rooted's message resonates consistently across various platforms.

Previously, Javonte developed his skills in the US Army as a strategic communications lead and was a security forces member at Joint Base Andrews with the US Air Force. He holds a BA in Philosophy, an AA in Criminal Justice, and several graphic design certifications. Notably, he has led significant rebranding projects for various military organizations, managed over 20 major Army events with more than 20,000 attendees, and established essential public affairs protocols. His contributions have been crucial in enhancing communication and policy frameworks within the military.

Javonte is driven by a philosophy of making a lasting impact and improving organizations from within. His ability to identify solutions and overcome challenges has consistently led to enhanced operational efficiencies and increased community engagement. He is an active member and the current president of the Gamma Chapter of Theta Nu Psi Military Fraternity and has held leadership roles in other esteemed associations. His dedication and service have been honored with multiple unit-level awards during his tenure with the US Air Force.

