

KASEY JONES

CONTENT MARKETING SPECIALIST

Kasey Jones joined MJ Insurance in 2021 as the content marketing specialist. In her role, Kasey supports MJ's Corporate Marketing and Communications department by developing strategic content across multiple platforms serving a wide range of audiences. Bringing eight years of experience, Kasey previously served in the nonprofit sector overseeing the marketing initiatives of a local policy research think tank and a statewide college outreach organization.

At MJ, Kasey uses her skillset in writing, editing and storytelling to create compelling and strategic content to help drive engagement and increase brand awareness. She supports MJ's expansion and growth by creating marketing content and identifying industry trends and advancement opportunities. Kasey is also responsible for managing MJ's editorial calendar and content creation process and strategy. She also utilizes her affinity for project management and web development to support the business needs and endeavors of MJ and fellow associates.

Outside of the office, Kasey enjoys spending time with her friends and family. She can be found working on an interior design project, planning a social event or enthralled in a good book. With a love of learning and adventure, Kasey enjoys traveling with her husband and discovering local hidden gems in Indianapolis. A trip to Italy and riding in a hot air balloon are at the top of her bucket list.



EDUCATION

Bachelor of Arts in English - Rhetoric and Composition from University of Southern Indiana

AREAS OF EXPERTISE

Writing & Editing
Strategic Planning
Project Management
Fundraising

INVOLVEMENT

DE&I Committee

PHILANTHROPY

College Park Church
Cru - Athletes in Action
Be The Bridge

