



LOLITA BROWNING JACKSON

OWNER, FOUR CS CONSULTING

MEDIA VETERAN

Lolita is an award-winning journalist having gained credible news reporting experience early in her career as a writer covering education, politics and legal matters for newspapers in Tennessee and Georgia. After transitioning her career to public relations Lolita honed in on her communications skills working at Matlock and Associates Advertising and PR and later serving as the Media Relations Manager for Clark Atlanta University. She then joined the administration of then Atlanta Mayor William "Bill" Campbell, as a press secretary. As the Campbell administration approached its end Lolita accepted a position as a company spokesperson in Georgia Power's corporate communications department providing media relations training, communications strategy and counsel to senior executives. At Georgia Power, Lolita moved on to become a company liaison in government and community affairs refining her skills and strategies for successfully leveraging relationships. She ultimately joined Comcast as a Director of Government and Community Affairs, until the recent founding of Four Cs Consulting. Lolita earned her MBA in Marketing from Clark Atlanta University. She is an esteemed graduate of the University of Tennessee at Martin, where she received a Bachelor of Science degree in Mass Communications with an emphasis in Print Journalism and Political Science.

TRUSTED ADVOCATE

Lolita Browning Jackson has built her professional career around four key pillars: connecting, communicating, collaborating, and consensus building. Thus, she is the Founding Principal of Four Cs Consulting, a full-service external affairs agency specializing in government and community affairs and public relations. With more than two decades of leadership positions with various top-tier organizations such as Georgia Power, Comcast, and the City of Atlanta's Mayor's Office, Lolita is an expert on building strategic alliances, and leveraging relationships for a common good. Her expertise allows her to be a conduit between the private and public sectors. A coalition builder and policy advocate, Lolita has staked her professional credibility on forging extensive, authentic and trusting relationships with various elected officials, civic leaders, media professionals, and professionals throughout the business community.

HONORS AND ACCOLADES

Consistently acknowledged and praised for her professional and philanthropic works, Lolita has been recognized by several organizations for her contributions to both the business and civic communities. Among her honors are Who's Who in Black Atlanta, 100s list of Georgia's most Influential Women, Atlanta Business League's 100s list of Influential Women of Vision, a Pinnacle Leadership Award from the Fortitude Educational and Cultural Development Center and most recently she was named a 2019 Woman of Excellence by The Atlanta Tribune, the magazine and AtlantaDailyWorld.com

Lolita is a member of Leadership Atlanta, Class of 2019; a 2011 graduate of the Atlanta Regional Commission's Regional Leadership Institute (RLI) and a 2003 graduate of Leadership Buckhead. Her husband John Michael and son Aaron are members of Cascade United Methodist Church and live in Atlanta.

CONTACT DETAILS

Tel: 470-344-5019 | LolitaJackson@FourCsConsulting.com
FourCsConsulting.com

SERVANT LEADER

Always staying true to her political and journalism roots, Lolita believes in the power of public service for the greater good. With the mantra of "service is the rent we pay for living on this Earth," Lolita fulfills both civic and philanthropic duties while intentionally serving the community. Appointed by Atlanta Mayor Keisha Lance Bottoms, Lolita serves on the Boards of Directors for WorkSource Atlanta and the Keep Atlanta Beautiful (KAB) Commission. She is a recent recipient of the KAB Board Leadership Award. Lolita also sits on the Board of Directors of NBAF (National Black Arts Festival) where she has served as Chair, leading the organization toward new leadership, board governance and strategic direction. In 2011 Lolita made history as the first African-American President of the Buckhead Business Association leading the organization to membership growth, increased community outreach and broader sponsorships. Amidst her time volunteering in various organizations, Lolita and her siblings founded the Marie H. Browning Foundation, named for their late mother. The foundation awards scholarship funds to deserving students in Brownsville, Tennessee. Lolita is a longtime member of the National Association of Black Journalists (NABJ), the Atlanta Chapter of Jack and Jill of America, Inc., Delta Sigma Theta Sorority, Inc., and the Camellia Rose Chapter of the Links, Inc., of which she served two-terms (four years) as President.

