

# J CARTER

Jason “J” Carter is a charismatic and engaging entrepreneur with over 19 years of Lifestyle Marketing and Business Start Up experience.

He is the founder of, ONE Musicfest, the Southeast’s largest privately owned Urban Music Festival, One Venture Group, a brand marketing innovation house and SoL Fusion Media Group, a creative brand and event management agency.

J. Carter’s 2 decades of leadership experience have allowed him to grow his strengths in all aspects of new business development and execution. His work as a Strategic Brand Marketing Expert has made him knowledgeable of best practices to improve brand recognition, increase product placement, drive revenue growth and profitability, and engage brand target markets.

It’s no wonder that notable brands such as Adidas, MillerCoors, MINI, Michelle Obama’s ‘When We All Vote’, Toyota, BMW, Heineken, Bacardi, Nissan, Ford, and Jack Daniels look to him and his team to increase their retail sales, cultural engagement and name recognition.

With a network of integrated brands, J. Carter is able to offer clients tailor-made, authentic marketing and promotional campaigns that imprint their names into the hearts and minds of valuable consumers.

In recognition of his work in Brand Marketing and Event Production, he has received Heineken’s Independent Achiever Award, the Coors Light Brand Marketer of the Year award and the prestigious Phoenix Award from the City of Atlanta. He has been featured in various lifestyle publications including, Billboard, Forbes, Rolling Stone, Black Enterprise, Huffington Post, EBONY, MTV.com, The Atlantan Magazine, Jezebel Magazine, Atlanta Journal Constitution, VIBE Magazine, Uptown Magazine, and among others.

J. Carter is a founding member of the Georgia Entertainment Caucus and currently an active member on the Mayor of Atlanta’s Transition Team. He also serves on the board of the Atlanta Contemporary Art Center, the Atlanta Jazz Festival, Future Successors and is a member of 100 Black Men of Atlanta and Omega Psi Phi Fraternity Inc.

He is currently expanding his business portfolio to include a digital media and content creation company geared toward the upscale urban market.

The Harlem, NYC native and graduate of Florida A&M University resides in Atlanta, GA with his wife and their two sons.