



Jasmine Gurley is an impact-driven brand architect, storyteller, and cultural strategist whose work sits at the intersection of leadership, authenticity, and influence. She currently serves as Senior Director of Brand Marketing & Communications and Press Secretary to the President at Morehouse College, where she leads brand development, internal communications, public relations, crisis communications, executive visibility, and integrated content marketing strategy.

At Morehouse, Jasmine's leadership has elevated the College's national and global profile through mission-centered messaging, inspiring content, and intentional initiatives—most notably the Morehouse x Ralph Lauren campaigns of 2022 and 2025, which garnered widespread acclaim for honoring heritage while shaping the future of style and culture. She was also the guiding force in navigating geopolitical crisis management during the 2024 Commencement season after President Joe Biden was announced as the College's Commencement speaker. Balancing the concerns of students, alumni, faculty, staff, and external communities amid the Israel-Hamas War in Gaza, Jasmine led efforts to bring Morehouse stakeholders into direct dialogue with White House officials. Her leadership ultimately helped shape President Biden's speech, where he made his first public call for a ceasefire in Gaza, delivered from the Morehouse Commencement stage.

Within the College, Jasmine has reshaped the internal communications culture by streamlining processes, introducing communal digital platforms, and building trust through consistent transparency and intentional connection across all stakeholders.

Across her 13+ year career spanning agency, corporate, and higher education, Jasmine has delivered campaigns that have become cultural touchstones, including The Home Depot's first tagline change in over a decade ("How Doers Get More Done") and the viral launch of its 12-foot Skeleton, which became a national phenomenon in 2020. She is known for her ability to help leaders articulate vision, navigate challenge and change, and communicate with authenticity to diverse audiences.

Jasmine's influence extends beyond her professional work. She is passionate about mentoring, increasing diversity in the communications and marketing industry, and improving the quality of

the human experience. She has served on the College Relations and Membership Committees for PRSA Georgia, and volunteers with initiatives such as the University of Georgia's AdPR Academy (Advancing Diversity in Public Relations), the Urban League of Greater Atlanta Young Professionals, Junior Achievement's 3DE, City of Refuge, and The Innocence Project.

Guided by her values "*be intentional*" and "*do the right thing by any means necessary*," Jasmine describes her approach as a form of "spiritual anthropology": the study of values, culture, and meaning as a framework for translating purpose into brand strategy and impact. She blends research, empathy, and disciplined creativity to build brands and narratives that resonate deeply and endure.

A native of the Washington, D.C. area and proud alumna of North Carolina A&T State University, Jasmine is committed to storytelling as a form of service. Whether advising presidents, crafting legacy-defining speeches, or designing campaigns that spark national conversation, she builds more than brands; she builds bridges between vision and impact.

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