

Ciandra T. Jackson

Communications Strategist

Professional Experience

Freelance

Communications Strategist: 2015 to Present

- Organizations: Microsoft
- Industries: Healthcare, Beauty, Wellness
- Content creation for internal and external communications (Newsletter, SharePoint sites, social media, talking points)

University of Houston: Division of Research

Communications Manager: 2017 to 2019

Strategic and tactical support to UH research centers

- Oversaw re-brand of research center communications and marketing projects resulting in polished presentations at trade shows and industry events
- Created content for center websites, resulting in increased visibility for research projects
- Authored multiple stories for UH blogs and publications

Tri-County Health Department

Strategic Communications Manager: 2015 to 2016

- Developed the agency's first communications strategy and executed successful initiatives: Revamped social media content and platforms, launched successful public health campaigns: **Don't let the flu mess with you!** Increased compliance to receive the flu vaccine among the public
- Managed vendors and contract employees

Legacy Community Health

Director of Communications: 2014 to 2015

- Proactive and reactive media placement of more than 150 positive stories
- Organized media training for more than 30 employees and developed the agency's first media relations protocol
- Produced products to promote health care services and fundraising activities (Annual report, marketing collateral)
- Managed vendors and contract employees

NASA Johnson Space Center

External Communications Specialist: 2012 to 2014

Led and accomplished objectives for national campaigns

- **International Space Station: Destination Station**
 - Planned more than 90 events in seven U.S. cities with more than 800K people in attendance
 - Organized multiple business development events, resulting in scientists submitting proposals to conduct research aboard the space station
- **Astronaut corps: Hometown Heroes with the Tennessee Titans**
 - Planned events with the Tennessee Titans and the Adventure Science Center to promote NASA and astronauts from Tennessee, resulting in more than 60,000 people in attendance
 - Proactive placement of stories in the media (WKRN Channel 2 Morning Show)

Contact Info

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ciandratjackson.com

[Linkedin.com/in/ciandraj](https://www.linkedin.com/in/ciandraj)

Technical Skills

Microsoft 365

Canva

Adobe Creative Cloud

Content Management Systems

(Magnolia, Word Press)

Email Marketing Platforms

(Contact Contact, Mailchimp)

Social Media Platforms

Education

Master of Communication

University of Denver

Bachelor of Arts

Journalism and PR

University of Northern Colorado

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Professional Experience

NASA Johnson Space Center (cont.)

External Communications Specialist: 2012 to 2014

- **NASA JSC Internship program: NASA Johnson Style**
 - Increased awareness of NASA's internship program, resulting in more than 5 million YouTube views and media placements in outlets such as the Huffington Post, LA Times, the Denver Post, Wired.com, and the Houston Chronicle

City of Centennial

PR and Events Manager: 2010 (Five-month contract)

- Proactive placement of stories in the media (Denver Post and Centennial Citizen)
- Planned four community events with more than 3000 people in attendance at each event and raised \$15K through corporate sponsors to fund events

Denver Public Schools

Communications Project Coordinator: 2009 (Nine-month contract)

- Created collateral and website content for the teacher effectiveness department
- Managed and balanced the department's budget of \$500K

The Kempe Foundation

Communications and Public Affairs Specialist: 2008-2009

- Supported local campaigns
 - **Postpartum Depression: Oh Baby!**
 - Assisted with creating campaign collateral and producing PSAs
 - Disseminated materials to health care providers and hospitals
 - **Child abuse awareness Month: Get Your Blue On!**
 - Assisted with organizing five events with more than 5000 people in attendance
 - Assisted with creating campaign collateral (videos, speaking points)
 - Supported reactive and proactive media (Denver Post, KMGH Channel 7)

Denver Public Schools Foundation

Program Specialist, Schools Partners Program: 2006-2008

- Cultivated relationships between DPS schools and local business, partnered 40 schools with 35 businesses to provide financial, in-kind, and volunteer resources
- Developed donor database and managed more than 100 volunteers, processed and tracked more than \$50,000 worth of in-kind and financial donations
- Assisted with creating the program's qualitative/quantitative evaluation (According to evaluation findings, DPS teachers observed significant positive effects in student conduct and academic achievement due to involvement in the program)
- Created marketing collateral and communications products
- Supported media relations (Denver Business Journal)

Mile High Montessori

Community Relations Assistant: 2004-2006

- Cultivated corporate donors and raised \$20K for the 2005 year-end campaign
- Supported reactive and proactive media for an event hosted by Gloria Estefan and placed stories in Hispanic media outlets

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