

# Ciandra T. Jackson

## Strategic Communication Expert

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### Expertise

**Strategy and execution** - I design and execute communication strategies that advance business goals while effectively managing budgets and resources.

**Leadership and collaboration** – I lead and collaborate with creative teams / vendors on projects: Direct mail, digital collateral (videos, websites, email marketing), messaging (speaking points and speech writing, publications)

**Measuring success** – I assess the performance of the communication strategies and tactics, providing decision makers with clear evidence of success against business goals (Qualitative and quantitative surveying)

**Media relations** – I serve as an organization’s primary spokesperson. I build and maintain strong media relationships and position an organization as a trusted authority within its industry.

**Brand management** – I ensure consistent messaging, tone and visuals (color palettes, typography and photography / illustration) across all communication channels

### Experience

#### Senior Communication Strategist | WebMD Health Services: 2022 – PRESENT

- Lead strategy and execution for corporate wellness communication programs focused on reducing health risks and improving employee well-being. Consistent communication efforts supported strong participation and measurable outcomes.
  - **Fortune 500 agribusiness client:** Program participants achieved 68 percent completion of annual physicals in 2023.
  - **Security client:** Blood pressure rates among high-risk program participants decreased from 19 percent to 13 percent in 2025.
  - **Oil and gas client:** Delivered wellness content that maintained an 86 percent satisfaction rate among program participants in 2025. “PROGRAM NAME covers my interests and provides a wealth of relevant health information”
- Partner with award-winning graphic designers and copywriters to develop high-impact campaign deliverables aligned to strategic objectives.
- Maintain program profitability by managing budgets, timelines and project scope across multiple concurrent initiatives.

#### Communication Consultant | Freelance: 2015 – PRESENT

- Provide tactical internal and external communication support to organizations across industries.
  - Developed a monthly internal newsletter for Microsoft’s 5G policy group, delivering insights to decision leaders about global 5G trends and emerging policy issues.

### Communication Manager | University of Houston: 2017 – 2019

- Addressed visibility gaps by creating clear, engaging traditional and digital content for the Hewlett Packard Enterprise Data Science Institute.
- Through The Big Idea blog and magazine, I wrote stories about UH research activities for researchers across the US.
- Served as spokesperson for digital research publications.

### Strategic Communication Manager (Contract) | Tri-County Health Department: 2015 – 2016.

- Led the strategy and execution of health communication campaigns including: [Don't Let the Flu Mess With You'](#) which increased flu-vaccine compliance in the local community.
- Led and coordinated teams of contract graphic designers, ensuring high-quality deliverables.

### Director of Communication | Legacy Community Health: 2014 – 2015

- Enhanced marketing and fundraising impact by producing high-quality deliverables: A Life Magazine inspired annual report, HIV prevention radio spot content, and advertising campaign content.
- Improved brand visibility through proactive and reactive media placements, securing [150+ favorable stories](#) across print, digital, and broadcast outlets.
- Enhanced organizational preparedness by providing media training to **30+ high visible employees** and creating the first comprehensive media relations policy.
- Advanced **advocacy efforts** and **public policy influence** by producing content for publications: Outsmart Magazine and launching KPFT 90.1 FM's, [The Pulse radio show](#).
- Collaborated with award-winning photographers and designers to ensure quality and project alignment.

### External Communication Specialist | NASA Johnson Space Center: 2011 – 2014

#### [Destination Station Campaign – International Space Station \(ISS\)](#)

- Led the national campaign strategy to increase public awareness, research engagement and stakeholder participation.
- Planned and executed **90+ events** across seven U.S. cities with **800,000+ attendees**.
- Facilitated research opportunity events contributing to new proposal submissions to NASA in fields of stem cell research and Earth observation.
- Earned the **ITAMS Excellence Award** for outstanding strategy and execution for Destination Station: San Francisco Bay Area.

### NASA Education - Reduced Gravity Education Flight program

- Wrote [internal newsletter stories](#) covering undergraduate-led microgravity research experiments conducted by universities: San Jose State University, the University of Texas at Austin and Oklahoma State University at Stillwater to name a few.

### **Astronaut Corps – Hometown Heroes Campaign**

- Strengthened public connection to the astronaut corps through partnerships with sports organizations, science centers and media outlets.
- Produced large-scale public events reaching **60,000+ attendees**.
- Secured proactive media coverage that elevated awareness.

### **NASA JSC Internship Program – NASA Johnson Style Campaign**

- Developed a digital engagement campaign to boost national awareness and applicant interest.
- Achieved **7M+ YouTube views** and earned coverage in: **HuffPost, LA Times, Denver Post, Wired.com, and Houston Chronicle**.

### **E d u c a t i o n**

- Master of Communication | **University of Denver**
- Bachelor of Arts – Journalism | **University of Northern Colorado**

### **T e c h n i c a l   c a p a b i l i t i e s**

- **Productivity | Collaboration | Project Management**
  - Microsoft 365
  - Google Workspace
  - Project Management: Asana, Workamajig, Smartsheet
- **Creative | Design | Content Management | Social Media**
  - Adobe Creative Suite
  - Content Management Systems for websites
  - Email Marketing Platforms
  - Social Media Platforms
  - Basic html proficiency, including light code editing and updates