

Ciandra T. Jackson

Strategic Communicator

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Expertise

Strategy and execution - I design and execute internal and external 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 – Through qualitative and quantitative methods (surveys and interviews), I assess the performance of the internal and external communication strategies and tactics, providing decision makers with clear evidence of success against business goals

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 and voice within its industry.

Brand management – I ensure consistent messaging, tone and visuals (color palettes, typography and photography / illustration) across internal and external 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 internal 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.
 - **Global oil and gas client:** Deliver wellness content that maintains an 86 percent satisfaction rate among program participants. "PROGRAM NAME covers my interests and provides a wealth of relevant information I need to make healthier choices".
- Partner with award-winning graphic designers and copywriters to develop campaign deliverables aligned to strategic objectives.
- Maintain program profitability by managing budgets, timelines and project scope across multiple concurrent initiatives.

Communication Consultant | Freelance: 2014 – PRESENT

- Developed a monthly internal newsletter for Microsoft's 5G policy group, delivering insights to decision leaders about global 5G trends and emerging policy issues.
- Led the strategy and execution of external communication campaigns for Tri-County Health Department including: [Don't Let the Flu Mess With You](#) which increased flu-vaccine compliance in the local community.
- Planned and executed major community events for the City of Centennial and secured \$15K in corporate sponsorships to fund the events.

Communication Manager | University of Houston – Division of Research: 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 discoveries for researchers across the US that helped maintain UH's prestige as a Tier One research university
- Served as spokesperson for digital research publications.

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 organization visibility and credibility through proactive and reactive media placements, securing [150+ favorable stories](#) across print, digital, and broadcast outlets.
- Enhanced organizational preparedness (for media engagement) by providing training to **30+ high visible employees and senior leaders** 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 **800K+ 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 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 **60K+ 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. The campaign helped increase application submission to the JSC internship program.
- 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**
 - Project Management: Asana, Workamajig, Smartsheet
 - Proficient in collaborating with AI tools
- **Creative | Design | Content Management | Social Media**
 - Adobe Creative Suite
 - Content Management Systems for websites
 - Email Marketing Platforms
 - Social Media Platforms
 - Basic html editing