

Ciandra T. Jackson

Strategic Communications Leader

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Executive highlights

- 15+ years of communications leadership
- Trusted advisor to Fortune 500 executives and public-sector leaders
- Directed high-visibility communications initiatives reaching 800K+ stakeholders and generating 7M+ digital engagements
- Secured 150+ earned media placements across print, broadcast, and digital channels
- Former Director of Communications for Texas' largest federally qualified health care system

Signature strengths

- Providing strategic counsel to senior executives and clients on communications, reputation, and audience engagement
- Translating complex business priorities and initiatives into clear, compelling communications that drive understanding and action
- Leading high-performing creative teams in developing campaigns and content that strengthen brands, build trust, engage audiences, and support business goals

Core capabilities

- Corporate communications strategy
- Internal communications and employee engagement
- Media relations and reputation management
- Brand strategy and governance
- Agency and vendor management
- Communication measurement and analysis
- Budget management

Experience

Senior Communications Strategist | WebMD Health Services: 2022 – PRESENT

Client communications lead for Fortune 500 and global organizations

- [Lead integrated communication strategies](#) for Fortune 500 clients, partnering with executive stakeholders and cross-functional creative teams to drive engagement and business outcomes.

Key achievements

- Led preventative health screening campaigns that increased population awareness and engagement, contributing to a reduction in high-risk participant blood pressure rates in 2025 from 19% to 13% for a major security services client.
- Maintained an 86% participant satisfaction rate for wellness and health communications for a global oil and gas client, with participants reporting the information helped them make healthier choices.
- Led cross-functional creative teams, including graphic designers and copywriters, to deliver communications aligned to business objectives.
- Manage budgets, project scope, priorities, and timelines across multiple concurrent communication initiatives.

Communication Consultant | Project-based: 2014 – PRESENT

- **Microsoft** – Developed executive-focused communications for Microsoft's 5G policy organization, delivering recurring insights and industry intelligence to leaders.
- **Tri-County Health Department** – Directed strategic [public health communications campaigns](#) increasing vaccine awareness and driving community participation.
- **City of Centennial, Colo** – Led and executed major community events for the City of Centennial and secured \$15K in corporate sponsorships funding.

Communication Manager | University of Houston – Division of Research: 2017 – 2019

- Led strategic communications for nationally recognized research institutes and university initiatives, partnering with research leaders to strengthen visibility, stakeholder engagement, and institutional reputation.

Key achievements

- Led communications planning and execution for multiple research centers focused on data science, hurricane resilience, and animal care operations.
- Partnered with researchers and university leadership to communicate complex scientific initiatives to academic and public audiences.
- Served as [media spokesperson](#).

Director of Communication | Legacy Community Health: 2014 – 2015

- Led media relations initiatives that increased physician and advocacy visibility for Texas's largest network of federally qualified health centers.
- Partnered with marketing teams to develop strategic messaging, campaign creative concepts and content that supported patient acquisition and the organization's competitive position in the market.

Key achievements

- Securing [150+ favorable stories](#) across print, digital, and broadcast outlets.
- Trained more than 30 executives, physicians, and senior leaders on media engagement and public-facing communications.
- Developed and implemented the organization's first 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](#).

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.

NASA Education - Reduced Gravity Flight program

- Developed [communications content](#) highlighting university-led microgravity research and STEM innovation initiatives for internal and external stakeholders.

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**.

Awards

- **WebMD Health Services**
 - *Genuine Gem Team Award* – Recipient of the Genuine Gem Team Award for exceptional communications support during the implementation of a global oil and gas client on the WebMD ONE platform, successfully onboarding 60,000 users across 22 countries.
 - *GDUSA In-house Design and Marketing Excellence Award* – Communications strategy for LGBTQIA+ health benefits guide.
- **NASA Johnson Space Center** – Earned the ITAMS Excellence Award for outstanding strategy and execution for Destination Station: San Francisco Bay Area.

Education

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

Tools and Platforms

- Asana, Smartsheet, Workamajig
- Adobe Creative Suite
- Content Management Systems (CMS)
- Email Marketing Platforms
- Microsoft 365 and AI-enabled productivity tools
- Basic HTML