

Ciandra T. Jackson

Strategic Communications Leader

713.737.5215 | ciandratjackson@gmail.com | ciandratjackson.com

Executive highlights

- 15+ years of communications leadership
- Trusted advisor to Fortune 500 executives and public-sector leaders
- Conceptualized and directed communications initiatives reaching 800K+ stakeholders and generating 7M+ digital engagements
- Secured 150+ earned media placements across print, broadcast, and digital channels

Signature strengths

- 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 governance

Experience

Senior Communication Strategist | WebMD Health Services: 2022 – PRESENT

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

Key achievements

- *Security services* - Conceptualized and directed health and well-being campaigns that increased program participation, contributing to a reduction in high blood pressure rates from 19% to 13% in 2025.
- *Global oil and gas* - Maintained an 86% participant satisfaction rate for health and well-being communications in 2025 and 2026, helping participants make healthier lifestyle choices and increase compliance with annual physical and well-woman exams.
- Led cross-functional creative teams to deliver communication deliverables aligned to business objectives.
- Consistently delivered initiatives on time, within scope and within budget while identifying cost-saving opportunities.

Fractional Communications Leader | Project-based: 2014 – PRESENT

- **Microsoft: 5G policy group** – Developed and delivered a monthly executive briefing, providing leadership with industry intelligence and insights to inform business decisions.
- **Tri-County Health Department** – Directed [public health communications campaigns](#) increasing vaccine adherence.
- **City of Centennial, Colo** – Organized community events for the City of Centennial and secured \$15K in corporate sponsorship funding.

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

- Developed and executed communication projects 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](#).

Communication Director | 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 leaders to develop strategic messaging, campaign creative concepts and content that supported patient acquisition and the organization's competitive position in the market.

Key achievements

- Secured [150+ favorable stories](#) across print, digital, and broadcast outlets.
- Trained more than 30 executives and physicians to engage confidently and effectively with the media.
- Developed and implemented the organization's first media engagement protocol.
- 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 \(ISS\)](#)

- Conceptualized and directed the national campaign strategy to increase public support and research proposal submissions.
- Planned and executed **90+ events** across seven U.S. cities with **800K+ attendees**.
- Developed opportunities for researchers to learn how to conduct research in space, resulting in new proposal submissions to NASA in the fields of stem cell research and Earth observation.

NASA Higher-Education - Reduced Gravity Flight program

- [Reported on](#) and promoted university-led microgravity research, helping elevate the visibility of academic research conducted in reduced gravity.

Astronaut Corps – Hometown Heroes Campaign

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

[NASA JSC Internship Program – NASA Johnson Style Campaign](#)

- Conceptualized and led a digital engagement campaign to increase national awareness and drive interest in the JSC internship program, contributing to an increase in application submissions
- Achieved **7M+ YouTube views** and earned coverage in: **HuffPost, the LA Times, The Denver Post, Wired.com, and The 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