# Ciandra T. Jackson

## Strategic Communications Leader

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**Executive Highlights**

- 10+ 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 B2C communications strategy
- Content and thought leadership strategy
- Internal communications and employee engagement
- Media relations and reputation management
- Brand strategy and governance
- Agency, freelancer and vendor management
- Team development and mentorship
- Communication measurement and analysis
- Budget governance

## Experience

### Senior Communication Strategist | WebMD Health Services: June 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 goals.

**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.
- Lead cross-functional creative teams to deliver communication deliverables aligned to business objectives.
- Consistently deliver initiatives on time, within scope and within budget while identifying cost-saving opportunities.

### Freelance Communications Leader : June 2013 – 2022

- **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, Colorado –** Organized community events for the City of Centennial and secured $15K in corporate sponsorship funding.

### Communication Manager | University of Houston – Division of Research: November 2017 – November 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: May 2014 – May 2015

- Led media relations initiatives that increased physician and advocacy visibility for Texas' 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: May 2011 – April 2013

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 multiple U.S. cities (San Francisco Bay Area, Boston, Atlanta, Phoenix, Denver, Raleigh, and Durham) with **800K+ attendees**.
- Developed opportunities for researchers from Emory University, the Centers for Disease Control and Prevention, the University of Arizona and more, to learn how to conduct research in space, resulting in new proposal submissions to NASA in the fields of stem cell research, Earth observation and more.

**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

- Candidate, Certificate in Measurement and Evaluation | **AMEC (International Association for Measurements and Evaluation Communication**) – Expected completion: 2027
- Licensed Esthetician – State of Colorado (License # COZ.0708656)
- Master of Arts in 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 platforms)
- Email Marketing Platforms
- Microsoft 365 and AI-enabled productivity tools