

# Ciandra T. Jackson

## Strategic Communication Expert

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### My approach

- Create vision and align with execution to meet organizational goals and secure outcomes
- Discover and solve the challenges that limit clarity, alignment and impact.
- Bridge technology and the human experience, ensuring organizations stay authentically connected to the communities they serve.

### 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 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**

- Increased visibility of the Hewlett Packard Enterprise Data Science Institute through clear, engaging print and digital content.
- Supported researcher engagement by developing storytelling platforms, including **The Big Idea** blog. Served as spokesperson for digital research publications and institutional communication initiatives

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

- Built and implemented the agency's first comprehensive communications strategy, modernizing social media, enhancing website content and launching public health campaigns.
- Led the **Don't Let the Flu Mess With You campaign**, increasing community flu vaccine compliance.
- Managed teams of contract graphic designers to ensure prompt, high-quality deliverables.

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

- Improved brand visibility through proactive and reactive media engagement, securing **150+ positive placements** across print, digital, and broadcast outlets.
- Enhanced organizational preparedness by providing media training to **30+ employees** and creating the first comprehensive media relations policy.
- Advanced **public policy influence** by producing content for publications such as *Outsmart Magazine* and launching KPFT 90.1 FM's, **The Pulse radio show**.
- Collaborated with external vendors, including 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 opportunities 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 teams from universities including San Jose State University, the University of Texas at Austin and Oklahoma State University at Stillwater

#### **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 mission 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
  - Skilled at collaborating with AI powered tools to streamline work, optimize resources and spark creativity
  
- **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