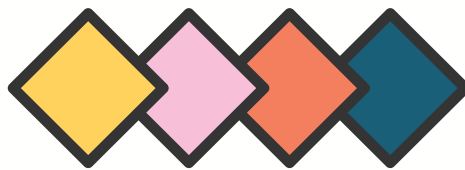


Ciandra T. Jackson



Communications Strategist

Experience

WebMD Health Services

Sr. Communications Strategist - 2022 to Present

- Lead the overall strategy, planning and execution of corporate wellness communications programs to reduce health risks and improve health and well-being.
- Work collaboratively with creative teams to implement campaign tactics (email marketing, internal communications, direct mail, etc.)
- Maintain profitability by ensuring projects stay on-budget, on-time and within scope

Fortune Global 500 and For-profit

- *Agribusiness client*
 - Health risk decreased (within program participants) 5.5% from 2022 to 2023
 - 68% of wellness program participants are up to date on their annual physicals

Freelance

Communications Strategist - 2015 to 2022

Organizations and Industries - Microsoft, Healthcare, Beauty and Wellness

- Content creation for internal and external communications (Newsletter, SharePoint sites, social media, talking points)

University of Houston - Division of Research

Communications Manager - 2017 to 2019

- Strategic and tactical support to UH research centers
- Oversaw re-brand of research center communications and marketing projects resulting in polished presentations at trade shows and industry events
- Created content for center websites, resulting in increased visibility for research projects
- Authored multiple stories for UH blogs and publications

Education

University of Denver

Master of Communications

University of Northern Colorado

Bachelor of Arts

Journalism and Public Relations

Contact

713.737.5215

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Technical Skills

Microsoft 365

Google Workspace

Adobe Creative Suite

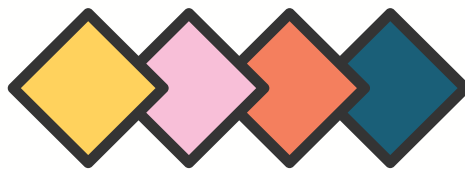
Project Management (Asana, Workamajig)

Content Management Systems (Magnolia, Word Press)

Email Marketing Platforms (Constant Contact, Mailchimp)

Social Media Platforms

Ciandra T. Jackson



Communications Strategist

Experience

Tri-County Health Department

Strategic Communications Manager - 2015 to 2016

- Developed the agency's first communications strategy and executed successful initiatives
- Revamped social media content and platforms, launched successful public health campaigns - *Don't let the flu mess with you!* (Increased compliance to receive the flu vaccine among the public)
- Managed vendors and contract employees

Legacy Community Health

Director of Communications - 2014 to 2015

- Proactive and reactive media placement of more than 150 positive stories
- Organized media training for more than 30 employees and developed the agency's first media relations protocol
- Produced products to promote health care services and fundraising activities (Annual report, marketing collateral)
- Managed vendors and contract employees

NASA Johnson Space Center

External Communications Specialist - 2012 to 2014

Lead and accomplished objectives for national campaigns

International Space Station - Destination Station

- Planned more than 90 events in seven U.S. cities with more than 800K people in attendance
- Organized multiple business development events, resulting in scientists submitting proposals to conduct research aboard the space station

Astronaut corps - Hometown Heroes with the Tennessee Titans

- Planned events with the Tennessee Titans and the Adventure Science Center to promote NASA and astronauts from Tennessee, resulting in more than 60K people in attendance
- Proactive placement of stories in the media (WKRN Channel 2 Morning Show)

NASA JSC Internship program - NASA Johnson Style

- Increased awareness of NASA's internship program, resulting in more than 5 million YouTubeG views and media placements in outlets such as the Huffington Post, LA Times, the Denver Post, Wired.com and the Houston Chronicle

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