

# Ciandra T. Jackson

External and Internal Communications Expert

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 Denver, CO

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## Technical Skills

Microsoft 365

Adobe Creative Cloud

Cision, Muck Rack, Melt Water

Content management systems  
Magnolia, Word Press

Email marketing, Constant Contact,  
SendIt, Mailchimp

Social media platforms

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## Education

**Master of Communication**  
University of Denver

**Bachelor of Arts**  
**Journalism and PR**  
University of Northern  
Colorado

## Core Skills

External and internal communications | Content creation for various platforms | Project Management

[ciandratjackson.com](http://ciandratjackson.com)

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## Professional Experience

### Freelance

*Communications Specialist: 2015 to Present*

- Industries: Healthcare, Technology, Beauty, and Wellness
- Content creation for internal and external communications (Newsletters, SharePoint sites, social media, talking points)

### University of Houston

*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

### 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 policy
- Created platforms and products to advance Legacy's policy activities
- 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*

- Led 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

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### NASA Johnson Space Center (Continued)

- *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 60,000 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 YouTube views and media placements in outlets such as the Huffington Post, LA Times, the Denver Post, Wired.com, and the Houston Chronicle

### City of Centennial, Colo.

*PR and Events Manager: 2010 (Five-month contract)*

- Proactive placement of stories in the media (Denver Post and Centennial Citizen)
- Planned four community events with more than 3000 people in attendance at each event and raised \$15K through corporate sponsors to fund events

### Denver Public Schools

*Communications Project Coordinator: 2009 (Nine-month contract)*

- Created collateral and website content for the teacher effectiveness department
- Managed and balanced the department's budget of \$500K

### The Kempe Foundation

*Communications and Public Affairs Specialist: 2008 to 2009*

Supported local campaigns

- *Postpartum Depression: Oh Baby!*
  - Assisted with creating campaign collateral and producing PSAs
  - Disseminated materials to health care providers and hospitals
- *Child abuse awareness Month: Get your blue on*
  - Assisted with organizing five events with more than 5000 people in attendance
  - Assisted with creating campaign collateral (videos, speaking points)
  - Supported reactive and proactive media (Denver Post, KMGH Channel 7)

### Denver Public Schools Foundation

*Program Specialist, School Partners Program: 2006 to 2008*

- Cultivated relationships between DPS schools and local business, partnered 40 schools with 35 businesses to provide financial, in-kind, and volunteer resources
- Developed donor database and managed more than 100 volunteers, processed and tracked more than \$50,000 worth of in-kind and financial donations
- Assisted with creating the program's qualitative/quantitative evaluation (According to evaluation findings, DPS teachers observed significant positive effects in student conduct and academic achievement due to involvement in the program)
- Created marketing collateral and communications products
- Supported media relations (Denver Business Journal)

### Mile High Early Learning

*Community Relations Assistant: 2004 to 2006*

- Cultivated corporate donors and raised \$20K for the 2005 year-end campaign
- Supported reactive and proactive media for an event hosted by Gloria Estefan and placed stories in Hispanic media outlets