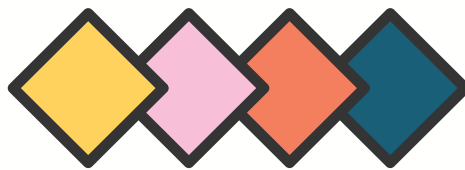


Ciandra T. Jackson



Communications Strategist

ciandratjackson.com

I'm a communications strategist with 20 years of experience turning ideas into impact. I've had the privilege of shaping narratives and driving engagement for organizations such as, WebMD Health Services, the University of Houston, Legacy Community Health and NASA's Johnson Space Center. Curious about the results? Explore my work at ciandratjackson.com.

Core competencies

- Develop and execute strategic communications campaigns and projects that motivate audiences towards action
- Plan, prepare and distribute content (internal and external messaging, digital marketing and communications, paid media, video, social media and web)
- Plan and execute special events and outreach
- Ensure all communications and marketing materials accurately represents an organization's brand and voice
- Nurture relationships with media outlets, prepare SMEs to engage with members of the media, create media materials (press releases, speaking points, facts sheets)
- Manage vendors, creative teams and budgets

Experience

WebMD Health Services

Sr. Communications Strategist - 2022 to Present

- Lead overall strategy, planning and execution of corporate wellness communications programs to reduce health risks and improve well-being
- Work collaboratively with creative teams to implement campaigns tactics to support communications strategies
- Maintain profitability by ensuring projects stay on-budget and within scope

Outcomes:

- 90 percent of program participants report feeling motivated to make healthy lifestyle changes
- 85 percent of clients saw improvements in their employees' health status
- 60 percent increase in retention for clients who prioritized employees' health and well-being
- [Case Study: A simple approach to improve engagement](#)

Education

University of Denver

Master of Communications

University of Northern Colorado

Bachelor of Arts: Journalism and Public Relations

Contact

713.737.5215

ciandratjackson@yahoo.com

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Technical Skills

Microsoft 365

Google Workspace

Adobe Creative Suite

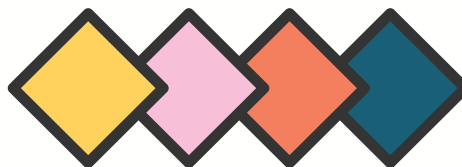
Project Management (Asana, Workamajig)

Content Management Systems (Magnolia, Word Press)

Email Marketing Platforms (Constant Contact, Mailchimp)

Social Media Platforms

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Freelance

Communications Strategist - 2015 to Present

Industries: Technology, Healthcare, Beauty and Wellness - Content creation for internal and external communications

University of Houston - Division of Research

Communications Manager - 2017 to 2019

- Strategic and tactical support to UH research centers
- Oversaw rebrand of research center communications and marketing projects resulting in polished presentations at trade shows and industry events
- Created content for research center websites, resulting in increased visibility for scientific investigations
- 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 flu vaccine compliance among local community members)
- 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 plan
- Created and produced The Pulse radio show to advance Legacy's legislative policy activities and influence
- Created content to promote health care services and fundraising activities
- Managed vendors and contract employees

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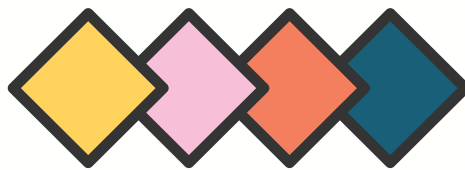
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NASA Johnson Space Center

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 US 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 YouTube 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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