

# KAT JACKSON

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## SUMMARY

Results-driven account lead + brand champion. Passionate about strategically led projects and producing content; extensive experience in the advertising and branding industry with a relentless appetite for impactful work.

## SKILLS

- Creative Resourcing + Production
- Content Creation
- Creative Branding
- Creative and Vendor Resourcing
- Advertising & Marketing
- Digital & Print Creative Production
- Strategic Leadership
- Asset Creation / Photography
- Client Acquisition & Retention

## EDUCATION & AFFILIATIONS

**BS, Business Administration (Jun 2010),**

California Polytechnic State University,

San Luis Obispo, CA

- Club President, Cal Poly Rotaract
- Marketing Chair, Alpha Chi Omega Sorority
- American Marketing Association (4-year Member)

## EXPERIENCE

### FORMDR – CONTENT MANAGER

Mar 2021-Present  
San Francisco, CA

Creates and maintains marketing content for FormDr blog, email campaigns and PR efforts. Collaborates with product manager on new features and key product functions on what needs to be communicated to customers and to prospects.

- Facilitates and updates editorial calendar for blog, email, website and social channels
- Manages copywriter, copy editor on upcoming editorial pieces and PR agency on campaigns
- Collaborates with founder on key initiatives for each department and sales functions
- Created and published 33 original blog posts in 2021

### JACKSON MEDICAL SUPPLY- DIRECTOR OF OPERATIONS

Nov 2020-Present  
Vacaville, CA

Marketing consultant to the business owners with a goal of launching e-commerce website, increasing sales 15% and creating new process for inventory/sales tracking.

- Directs all marketing strategy, budget creation and results tracking.
- Designed, wrote, and launched new e-commerce website with 4000+ unique products available for sale.
- Manages Director of Business Development on new outreach initiatives + creates all new marketing collateral (print, digital, signage, stationary).

### JOHN BROWN MEDIA – ACCOUNT DIRECTOR

Sept 2019-Nov 2020  
San Francisco, CA

Principle account liaison for John Brown Media's first west coast office managing print and editorial creative. Defines budgets, oversees time sensitive print production, drives all creative presentations and aligns internal team with client expectations.

- Built first west coast John Brown Media office, oversaw hiring & team culture.
- Key day-to-day client contact for all Sam's Club editorial print needs.
- Directs all strategy, creative development, production, and financials.
- Oversees all original asset creation, inclusive of twelve 1-week photoshoots annually.
- Cultivates client relationships with Sam's Club key business decision makers.
- Developed internal creative process and ways of working for each client deliverable.

### ALLIS STUDIO – ACCOUNT SUPERVISOR

Jun 2013-Sept 2019  
San Francisco, CA

Managed creative briefs, resourcing, SOW's, client and vendor management, and creative presentations while overseeing print, digital and website troubleshooting. Lead and engaged clients through multiple project timelines, deliverables, and strategic assignments.

- Account lead for the west coast's sales and marketing leader in high-density real estate.
- Supervised the day-to-day of account and studio managers.
- Managed a 5-member creative team that won five National Brand and Marketing Awards (NAHB 2017).
- Created monthly burn reports and website analytics reports with learnings and key recommendations to achieve agreed upon communication objectives.
- Planned the foundation of 2 offices in San Francisco and 1 in New York City, has overseen the hiring of 15+ account and creative team members.