

SAMANTHA JACKSON, CDMA©

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PROFESSIONAL SUMMARY

Knowledgeable Social Media Manager experienced in executing social media strategies across social platforms. Demonstrated time management and collaboration skills. Flexes easily with new information and branding changes to consistently exceed targets for engagement, acquisition and retention.

SKILLS

- Social Media: Twitter, Pinterest, TikTok, Hoot Suite, Instagram, Buffer, Later, Facebook, Google My Business, etc.
- Email and Text Campaign Management
- Web Design: HTML, CSS, WordPress, Elementor, WPBakery
- E-Commerce: Shopify, BigCommerce, Printful, Dropshipping
- Graphic Design: Adobe Creative Suite, Canva
- Additional Software: Slack, Asana, Hubspot, Microsoft Office, Google Suite

WORK HISTORY

05/2022 to **Customer Journey Consultant (contractor)**

Current **Reachout For Us – Remote**

- Developed a customer success journey plan for volunteer, candidate, and organization customers that encourages usage of the platform, Reachout For Us, and encouraged community engagement.
- Actively reviewed and evaluated signs up and submitted opportunities on the platform
- Provided direction and management for email marketing based on customer interactions.
- Reviewed and approved weekly social media content designed by the social media team.
- Evaluated automation tech to make the customer journey more successful.
- Reviewed customer data to develop insights into customers and their interaction with the platform.
- Developed personal social media strategy for CEO and Founder.

04/2022 to **Phone Banker**

Current **Asian Pacific Islander Political Alliance of Pennsylvania – Remote**

- Collected and documented voter opinions on local, regional and national topics.
- Completed surveys by rechecking contact information before ending each call.
- Learned about issues that matter to Asian Pacific Islanders living in Pennsylvania.
- Encouraged Asian Pacific Islanders to register and vote.
- Educated individuals on elections and candidates for office.
- Ensured API voters have in-language support for any voting-related needs.

09/2020 to **Digital Marketing Freelancer**

Current **Self Employed – Remote**

- Assessed marketing copy, art comps, and final designs and compared them with established specifications.
- Administered marketing calendar and posted new content to coincide with new product and service releases.
- Monitored and evaluated website analytics to assess campaign success, identify issues and make forward-thinking adjustments to maintain targets.
- Successfully launched offline and online consumer targeting and marketing strategy.
- Directed the brand marketing strategy of the organization and worked with the executive team to build brand recognition.
- Created marketing collateral to bring in donations for non-profits.
- Conceptualized brand identity and developed unique accompanying graphic style and tone for use in communications.
- Led projects to redesign web pages, diversify strategies and revitalize social media presence.
- Monitored online trends, conversations, and innovations to optimize strategies.
- Current clients: Black in Mayberry, Life Style Profile, curaJoy, Empower to Change, Shook PR

- 12/2020 to 04/2022 **Web Designer (contractor)**
Fellowship Of Reconciliation – Remote
- Engaged in strategic planning regarding the design, infrastructure, and content of the website to feature the work and activism of strategic partners, allies, and stakeholders on the ground.
 - Upgraded and managed the online store platform.
 - Used marketing skills to develop new store inventory in consultation with staff.
 - Conceptualized, planned, and executed original designs for a wide range of website properties.
 - Wrote lines of code using HTML and CSS languages.
 - Multi-tasked across multiple focuses to generate project results and meet deadlines and organizational expectations.
- 07/2021 to 12/2021 **Petition Platform Campaign Team (contractor)**
MoveOn.org – Remote
- Email production in Action Kit to write, test, and send petitions to MoveOn members.
 - Campaign spotting as needed to help identify and research new campaigns including drafting petition solicits to encourage members to start their own petitions.
 - Outreached to current and prospective petition starters via phone, text, social media, and email as needed.
 - Compiled petitions to share with the social media team.
 - Coordinated with partner organizations on petition campaigns with support from Platform Campaign Director.
- 10/2020 to 09/2021 **Marketing / Communications Associate**
Rural Health Network of South Central New York – Remote
- Managed communications and marketing strategies for a multi-program not-for-profit.
 - Served as a member of the RHN Development team to secure resources to address rural poverty and improve the health of rural residents and communities.
 - Promoted agency programs through media relations efforts, such as managing website content and social media; contributing to monthly newsletters; creating content for grant proposals, resource development materials, and other marketing collateral; and assisting in implementing new brand guidelines.
 - Co-Chair of RHNSCNY JEDI Workgroup, which involved: compiling and hosting learning opportunities for RHNSCNY staff (including Dr. Robin Angelo, author of “White Fragility: Why It's So Hard for White People to Talk About Racism” and “Nice Racism: How Progressive White People Perpetuate Racial Harm”); advocating for anti-oppression and justice on a systemic level, within RHNSCNY and the larger community; partnering with RHNSCNY HR to increase recruitment, retention, and advancement of our RHNSCNY staff from historically underrepresented communities including, but not limited to, BIPOC, queer, disabled, and immigrant communities.
- 10/2020 to 11/2020 **Deep Canvasser**
People's Action – Remote
- Utilized deep canvass skills to elicit emotionally deep conversations with voters to decrease support for Donald Trump / down-ballot Republicans.
 - Listened to voters without judgment.
 - Demonstrated vulnerability with voters and shared personal stake stories and elicit stories from voters.
- 01/2020 to 10/2020 **Development Support Specialist**
Center For Independent Living Of Northwest Florida – Pensacola, FL
- Enhanced the existing programs through research and identification of new funding, including cash and value of cash resources.
 - Setup and coordinated several text-to-give campaigns.
 - Developed a database of potential donors, foundations, local philanthropic organizations and other potential funding sources and partners.
 - Increased fundraising numbers by leveraging effective communication and outreach strategies.
 - Planned and organized special events and solicited corporate sponsorships to reach financial targets.
 - Composed grant proposals to raise capital.

- 12/2005 to 01/2020 **Owner / Principal**
Samantha Jackson Weddings – Pensacola, FL
- Directed pace of wedding and reception through multitasking and liaising with vendors to carry out event as planned.
 - Created and designed tailor-made wedding plans to maximize client budget, keep client happy, and cultivate referrals.
 - Conducted initial consultation with clients to discuss wedding details, venue options, and other logistics to understand vision and budget.
 - Coordinated florists, photographers, videographers, musicians, officiants and ceremony participants during rehearsals and pre-ceremony, ceremony and reception events.
 - Organized bi-monthly networking meetings for wedding professionals in Northwest Florida, which included: execution of meeting functions, including site selection, contract signing, scheduling, marketing, reservations, materials, event management and follow-up
 - Chaired Southeast Regional Association of Bridal Consultants Conference, which included, but was not limited to: location selection, scheduling of attendees, promotion/marketing, and securing conference speakers.
- 06/2019 to 12/2019 **Organizing Fellow (six Month Fellowship)**
Dream Defenders – Pensacola, FL
- Worked to make the community aware of police brutality through multiple activism channels and protest strategies.
 - Liaised with progressive organizations and initiatives to confirm consideration of community best interests within campaigns and political agendas.
 - Recruited allies, targeting organizations such as SURJ, Workers World, Democratic Socialists of America, and Party for Socialism & Liberation.
 - Developed analytical documentation on potentially helpful state and local legislature.
- 09/2018 to 11/2018 **Campaign Field Director**
Andrew Gillum For Governor Campaign – Pensacola, FL
- Organized a consistent volunteer team of approximately 25 volunteers.
 - Presented and discussed petitions to obtain signatures for key initiatives in regard to returning citizens.
 - Fostered collaborative efforts to schedule, host and facilitate events and identify further opportunities to reach members of the community.
 - Wrote e-mails/texts and promoted events via social media to recruit volunteers.
 - Operated local outreach office to recruit and lead a team of canvassers, phone bankers, and texters.
- 04/2002 to 09/2010 **Account Executive**
ChoicePoint Precision Marketing – Pensacola, FL
- Provided consultation and sales efforts to the insurance, real estate, and consumer products industry regarding data products and services.
 - Identified new business opportunities through cold calling, marketing, and prospective database leads.
 - Managed sales cycle from first contact to established customer sale and maintained solid customer base, monitoring changes to customer account profiles.
 - Handled large corporate accounts in regard to their email marketing, brand strategy, and customer acquisition.

EDUCATION

Bachelor of Arts: Double Major in Political Science and History
Bucknell University - Lewisburg, PA

AFFILIATIONS

- **Project Management Institute®** - *Member* (since August 2021) and eligible to sit for the PMP® exam
- **Project Management Institute®** - *Emerald Coast Chapter*
- **Digital Marketing Institute© Certified Digital Marketing Associate©**
- **Leading Diverse Teams and Organizations Certified** - *University of Michigan School of Business*
- **Google Analytics Individual Qualification**
- **Google Digital Marketing & E-commerce Certified**
- **Asana** – *Asana Together Ambassador*