

# SAMANTHA JACKSON, CDMA©

Pensacola Florida

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## PROFESSIONAL SUMMARY

I am a communications professional with a proven track record in executing successful digital campaigns and driving online engagement. Seeking a challenging position where I can utilize my expertise in social media management, content creation, and data analysis to effectively strategize and implement digital initiatives that align with organizational goals.

## 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

07/2022 to **Senior Digital Organizer**

07/2023 **Bend The Arc: A Jewish Partnership For Justice** – Remote

- Generated ideas and developed digital strategies to help win national and local campaigns that dismantle white supremacy. Mapped arcs of action that mobilize Bend the Arc's base, build support, and grow Bend the Arc's power to win.
- Drafted and edited advocacy pages, text blasts, p2p campaigns, social media content, and web pages with a strong theory of change at the center.
- Coached staff organizers and local leaders on how they could use digital tools to support the work of Bend the Arc's 20+ chapters.
- Spotted opportunities to engage our supporters, grow Bend the Arc's base, and move Jewish communities toward centering racial equity.
- Helped create opportunities for digital action, engagement, and education that connect the dots between Bend the Arc's issues, energized Bend the Arc's online base, and brought in new audiences.
- Project managed the production of emails, advocacy tools, and website pages, including coordinating staff across teams for input and approvals, implemented and tested to ensure quality standards, and kept Bend the Arc on a timeline to meet our deadlines.
- Tracked, reported, and helped the team learn from data analytics on the performance of digital content. Proposed tests and solutions to, for example, increase click and conversion rates on fundraising emails or reduce bounces on our website.

04/2022 to **Phone Banker**

11/2022 **Asian Pacific Islander Political Alliance Of PA** – 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.

12/2020 to **Web Designer (contractor)**

04/2022 **Fellowship Of Reconciliation**

- 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 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**

- 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 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**

- 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: managed website content and social media; contributed to monthly newsletters; created content for grant proposals, resource development materials, and other marketing collateral; and assisted 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**

- 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 illicit stories from voters.

01/2020 to 10/2020 **Development Support Specialist**  
**Center For Independent Living Of Northwest Florida**

- 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**

- Directed the pace of the wedding and reception through multitasking and liaising with vendors to carry out the event as planned.
- Created and designed tailor-made wedding plans to maximize client budget, keep clients happy, and cultivated 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**
- 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**
- 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**
- 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 sales and maintained a solid customer base, monitoring changes to customer account profiles.
  - Handled large corporate accounts regarding 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*
- **Bucknell University** – *Class Reunion Co-Chair*
- **Women's March of Pensacola, Florida**

## POLITICAL TRAINING

- National Democratic Training Committee Candidate Training - cycle 2018, cycle 2020
- Democratic National Committee Campaign Readiness Program - cycle 2022
- Gain Power Leadership Training and Expo - cycle 2022