

DANIELLE JACKSON

(814) 806-6956

danielle@daniellejackson.co

EXPERIENCE

Br8kthru Consulting, Content Strategist, Senior Content Strategist

Create and execute on content strategies for B2B businesses in finance, technology, healthcare, and professional services. Write, edit, and publish SEO-informed content using CMS. Produce and follow content marketing toolkits, editorial calendars, and social media calendars. Draft and implement email marketing materials reaching tens of thousands of audience members. Engage with Clients for content planning and execution. Lead organizational diversity, equity, and inclusion efforts.

Minnesota Youth Collective, Communications Director

Designed and executed communications plan to support organizational mission and goals. Developed and maintained organizational tone and brand. Planned, created, and shared organic and paid content across platforms, including social media and email. Managed and collaborated with consultants, contractors, and organizers. Built and managed press relationships. Managed communications budget.

Art Shanty Projects, Board Member, Co-Chair

Collaborated with staff, board members, and stakeholders to plan and execute an on-ice program with tens of thousands of visitors. Planned and facilitated board, work group, and executive committee meetings. Supported strategic planning processes. Contributed to development, communications, and program efforts, including new fundraising campaigns and accessibility improvements.

Environmental Initiative, Communications Assistant, Communications Specialist

Managed online presence and content in order to engage stakeholders across platforms and catalyze action across program areas. Created engaging content to be used across platforms for organizational events reaching hundreds of attendees. Provided strategic insight into and executed fundraising campaigns and engagement opportunities.

Mid-Continent Oceanographic Institute, Community Outreach Coordinator AmeriCorps VISTA

Increased audience through the creation of partnerships and expansion of existing marketing materials. Built and expanded awareness about programming through storytelling. Expanded communication channels, including digital media. Identified and secured resources to improve programs through grant writing. Scheduled and implemented programming for hundreds of elementary-aged children.

EDUCATION

University of Michigan, Ann Arbor, Michigan

B.A. in English, Social Theory and Practice | 2013–2017

SKILLS

Proficient in Adobe, particularly InDesign and Photoshop, including limited design experience. Proficient in social media scheduling tools, including Hootsuite, Buffer, and Sprout. Fluent in CMS, including WordPress, Squarespace, Contentful, and Concrete 5.