

LYDIA JACKSON

Marketing and Comms

EDUCATION

PRAIRIE VIEW A&M UNIVERSITY
Bachelor of Arts - Communications and Digital Media
Concentration : *Graphic Design*

Relevant Coursework:

Communication Law and Ethics, Interpersonal Communication, Innovation Venture Creation, Business Technical Writing, Principles of Public Relations, Non-Verbal Communication

Certifications:

HubSpot Digital Marketing , SEO , Email Marketing , Social Media

EXPERIENCE

BRAND DESIGNER & STRATEGIST

Tropical Jam | 2024 - 2024

- ◆ Crafted a cohesive brand identity, including logos, visual systems, packaging, and web design, ensuring consistency across all touchpoints.
- ◆ Managed project timelines and creative workflows for branding and social media campaigns, optimizing audience engagement through data-driven insights.
- ◆ Conducted market research to develop a pre-launch strategy and position the brand within a competitive landscape.
- ◆ Designed and implemented a data-driven social media strategy and content calendar, generating pre-launch buzz and enhancing online presence.

INTERGRATED MARKETING COMMUNICATIONS


Hilltop Reserver Food Pantry | 2023-2024

- ◆ Used project management tools (Notion, Asana) to track milestones and streamline workflows, ensuring the timely rebranding of multi-channel platforms (Instagram, TikTok, YouTube).
- ◆ Led a cross-functional team to rebrand multi-channel platforms, achieving a 25% increase in brand awareness and a 40% boost in engagement within three months.
- ◆ Developed and executed a 360 IMC Plan, leveraging market research to identify communication channels and coordinate strategies, resulting in a 5% increase in brand awareness across digital platforms.

DIGITAL MEDIA & STRATEGY

We Eat Co. | 2021 - 2023

- ◆ Designed impactful marketing graphics, increasing community awareness of local food insecurity initiatives by 40%.
- ◆ Executed strategic social media campaigns, driving follower growth of 50-75 per month, reaching 450 total followers with an 11% engagement rate.
- ◆ Led targeted Discord strategy initiatives, growing the community from 86 to 420 members and significantly enhancing interaction.
- ◆ Developed and implemented project management tools (Trello, Notion, Asana), increasing team productivity by 70%.

 [Check Out My Portfolio Here](#)

 lydiajackson003@gmail.com

PHOTOGRAPHY & DESIGNER

Sunday Bluzs | 2021 - 2023

- ◆ Collaborated with clients and stakeholders to deliver tailored design and marketing solutions, managing communication and Mailchimp newsletters that increased service sales by 5%.
- ◆ Curated and executed photo campaigns aligned with creative briefs, showcasing brand vision and securing retainer clients through targeted promotions across diverse channels.

SKILLS

TECHNICAL

Adobe Creative Suite - Photoshop, InDesign, Illustrator, Premiere Pro
Canva , Figma, Google Analytics , HubSpot , Notion, Trello , Asana , Instagram , TikTok , YouTube, Pinterest

SOFT SKILLS

Communication, Collaboration, Creativity, Strategic – Thinking, Highly Organized, Detail Oriented, Diplomatic leadership, Emotional intelligence

CORE COMPETENCIES

Market Research

Branding

Content Creation

Copywriting

SEO

Photography & Photo Editing

Graphic Design

Strategy

Event Coordination

Organization

Project Management

Creative Marketing

LEADERSHIP & DEVELOPMENT

MANAGEMENT LEADERSHIP FOR TOMORROW

Career Prep Fellow | 2021 - 2023

- ◆ Selected as one of 1,000 individuals for an 18-month professional development program for high-achieving diverse talent, while participating in conferences hosted by industry leaders such as Deloitte, Google, Goldman Sachs, Clorox, and Target to expand knowledge and network with top professionals.
- ◆ Completed business case studies and intensive projects to sharpen analytical, quantitative, and communication skills, while developing and launching a week-long early career readiness boot camp for students, equipping them with essential skills for career success.