



Jessika Davidson

PORTFOLIO

Community + Culture. Passion + Purpose.

I don't just enjoy storytelling, it's a part of my purpose. And no matter the brand or the vehicle, I enjoy building digital experiences that make room for community, culture and purpose that embodies growth and opportunity for everyone. I am focused on activating people around things that matter.

Skills



Communications and Storytelling
(Traditional content + social content)



Managing teams and remote
work



Basic Web design and editing
(HTML)



Event planning and program
development/execution



Creative direction and graphic
design



Media Relations and
Partnerships

Interfaith Ministries for Greater Houston



Interfaith Ministries for Greater Houston is parent organization to the largest Meals on Wheels operation in the state of Texas and one of the largest in the country, and the largest refugee resettlement agency in Houston, the city with the largest refugee population in the world.

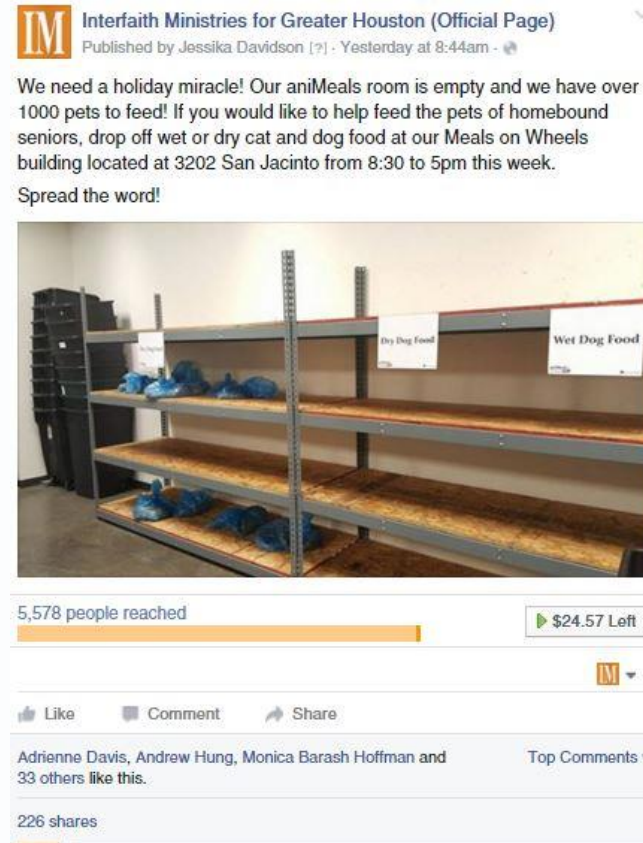
As the organization's first Multimedia and Communications Specialist, I managed four brands under the general Interfaith Ministries for Greater Houston parent brand: AniMeals on Wheels, Meals on Wheels, Refugee Services and Interfaith Relations.

Managed the brand's online voice through crisis management including Texas Refugee Ban and November Paris Attacks.

I was also responsible for designing the organization's first branding guide, designing marketing collateral, developing engaging content for the month newsletter and managing website updates. I also served as the project manager and liaison between the PR company working to rebrand our youth Interfaith Relations program.

Highlights

- Developed and Implemented a social media campaign around an urgent need for animal food (in our aniMeals program), **resulting in over 10K of local earned media value, over 500 shares and 10,000+ pounds of food and \$500 in cash donations collected in less than a month.** This organic campaign became IM's most engaging post in the organization's history, gaining over 200 likes in 72 hours.
- In 11 months, increased the Instagram Audience by 85%, Twitter Audience by 19.25% and Facebook audience by 31%, **the largest digital growth in the organization's history.**
- Developed the first IM President/CEO Video Message 'A Minute with Martin'



I want to be the change agent.

I use the digital voice of the brands I work for to **change minds and amplify impact**. Even in our differences, we can educate each other and unite around our shared beliefs to build a future we all can believe in.

The Montrose Center



The Montrose Center is Houston's longest established and largest LGBTQ mental health and community center. It hosts over 18 programs and 6 brands under its parent name. The center envisions a healthier society marked by permanent, positive changes in attitudes and behaviors toward the LGBTQ+ communities, and the ability of all LGBTQ+ individuals to realize their fullest potential.

As the organizations Marketing and Communication Manager, I became a jack of all trades; responsible for organizing the Pride Parade float, putting together work plans for marketing interns, managing the center's primary and youth-centered website, as well as managing general media relations and digital communications.

Highlights

Secured over 200K of earned media for the organization in less than 6 months, the most in organizational history. Featured in the [Atlantic](#), [Texas Observer](#), [Houston Press](#), [Houstonia](#), [KPRC-2](#), [KTRK-13](#), [KHOU 11](#) and other outlets.

- Served as the event lead for crisis communication/responses to [Orlando Pulse shooting](#). Organized press conference between various religious organizations, Interfaith Ministries for Greater Houston, CAIR-Houston and the Montrose Center. In conjunction with Legacy Community Health, served as event lead for the largest community organized gathering/vigil for the Orlando Pulse Shooting in Houston.

Increased the Montrose Center's Facebook audience by 24%, Twitter audience by 13% and Instagram audience by 120% in less than 6 months.



Houston, We Have an LGBT Problem

The community advocates must unite before they can convince residents to pass an antidiscrimination measure.

EMILY DERUY | FEB 24, 2016 | POLITICS

Share Tweet

When we improve air quality,



A city-by-city look at a transforming U.S. population
[Read more](#)

So what happened? A number of factors came into play, including [high turnout among black voters](#) (one of just a few demographics where support for gay marriage has not reached 50 percent), an opposition campaign that successfully employed fear tactics with the message that the law would allow men to prey on girls in women's restrooms, and a weak effort by supporters of the proposal to coordinate their message.

"I think there is an awareness in the city now," says Terri Burke, the executive director of the ACLU of Texas, which supported the proposal. "You know, Houston, we have a problem." While it's certainly worth examining what led to the measure's failure, the more pressing question for Houston's LGBT community is: How does it move forward? "In the short term, we're just trying to help people heal," says Ann Robison, the executive director of the Montrose Center, a local nonprofit that provides mental-health care to LGBT patients. "It was traumatizing."

Click the article clips for the full story on the [Atlantic's website](#).

Pulse Shooting Crisis Response

During the pulse shooting, I wanted to create a Houston connection and make something easily sharable because I knew that information would be moving fast during this period. I designed the Houston skyline with the hashtag that was going viral and encouraged our audiences to share it. In addition, during the emotional times, I blogged about how to cope with Orlando, and I also strived to create as many positive posts as possible.



Pulse Shooting Crisis Response

 **The Montrose Center**
June 13, 2016 · 🌐

Our vigil starts in 90 minutes! We will have #WeAreOrlando signs for attendees. For those of you who cannot make it, but will still like to stand with us in solidarity, feel free to share this graphic. We'll see you at 6!



👍 Like 💬 Comment ➦ Share

👍❤️ Fred Reninger and 19 others

19 shares

 **The Montrose Center**
June 12, 2016 · 🌐

The LGBT community should do what we do best: love and support each other.

Houstonians all over the city and surrounding areas are organizing to provide support for those affected by this horrific act of hate and terror. Here are ways you can help and heal:



How you can help the community heal after Orlando - the Montrose Center

This morning, like many others in the community, we woke to horrific news out of Florida. A gunman had opened fire... [Read More »](#)

MONTROSECENTER.ORG

👍 Like 💬 Comment ➦ Share

👍❤️ Sandra Uhland, Fred Reninger and 85 others

28 shares

 **montrosecenter**
Houston City Hall

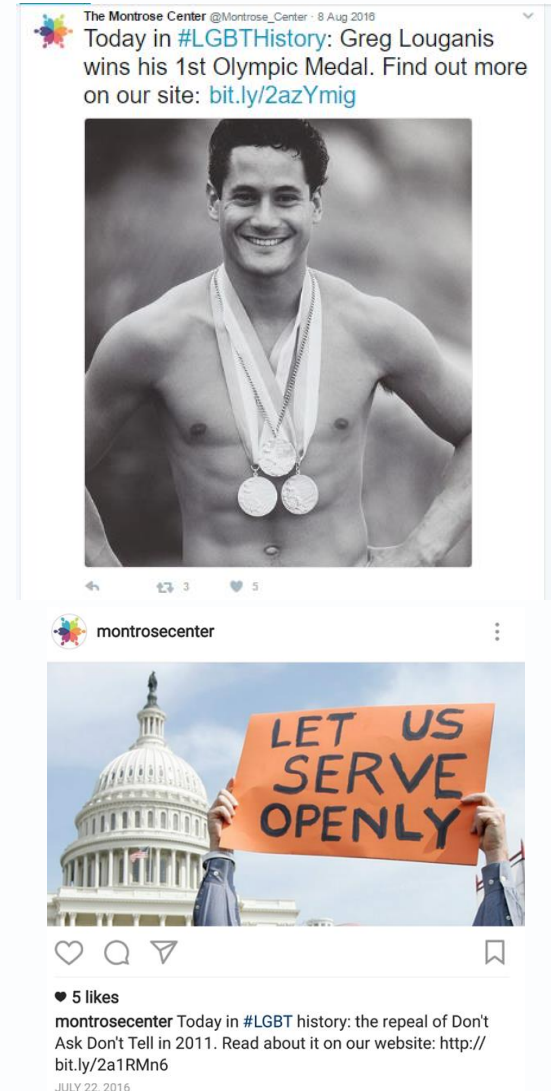


❤️ 💬 ➦

👍❤️ thehomiejazz, sylvesterturner and 83 others
montrosecenter Houston stands with Orlando.

Social Media Campaigns- #TodayinLGBTHistory

I was tasked with getting more website traffic to the Montrose Center's site. As the sole person responsible for graphic design, web updates and social media, I had to be able to do something fast and effective, but I also wanted to utilize my opportunity to educate our audiences. In addition to a weekly blog, I used the hashtag #TodayinLGBTHistory and researched facts to blog about on the website daily. I used our social media audiences to drive traffic to the Montrose Center's website. Monthly views to the website grew by 7% over 6 weeks.



Community Engagement and Management

I noticed that our Facebook audience was very opinionated and often marginalized groups feel silenced. I wanted to use our audience to build a very strong community on our page. My goal was to give them a voice, keep them coming to our page, and have them get involved in the Montrose Center outside of the digital space (work there, volunteer there, donate, etc.) I created the “Conversation Time Corner” to start the dialogue.

The screenshot shows a Facebook post from 'The Montrose Center' dated May 25, 2016. The post text reads: 'Conversation time: We want to know your thoughts as this cover is lighting up social media. Does TIME's cover erase the transgender community's identity, or does the universally known gay pride flag help spread awareness and interest?'. Below the text is a photo of the TIME magazine cover featuring a rainbow flag. A tweet from user 'Amadi' (@amaditalks) is overlaid on the photo, stating: 'Dear @time this is a gay pride flag, not a trans pride flag. This is erasure and a failure of basic due diligence.' Below the photo, the post title is 'People Are Angry Time Magazine Used The Rainbow Flag For A Trans Issue', followed by a snippet from BuzzFeed News: 'A woman has now re-created Time's cover with the transgender flag. She told BuzzFeed News that "it's critical that news outlets get it right"'. The post has 7 likes and a 'Top Comments' link. To the right, a list of comments is visible, including one from Tessa Michelle Budd and another from Terry Hudson, both discussing the flag and community representation. At the bottom, there is a text input field for a reply.

Montrose Center Annual Report

Perhaps the biggest opportunity for small and medium sized organizations to tell their story and amplify impact is through their Annual Report. I was tasked with redesigning the organization's annual report to becoming more of a narrative than a stats document. I interviewed clients, designed and wrote the multipage document with a turn around time of less than 3 months.

[Click the cover to view the document](#)



I believe in building brands that make an impact.

Organizations only reach their highest potential if people understand the importance of their work—not just what they do, but why it matters.

Houston Museum of African American Culture



In July of 2017, HMAAC's CEO John Guess Jr. brought me on as a consultant to work on some programs and events for the museum.

In August, he offered me a full time job as the Marketing and Programming Director for the museum. I became the lead project manager and creative designer for HMAAC's new website after several failed attempts with a design company for a year.

I was also tasked to develop a new digital strategy to help HMAAC reach beyond Houston and the building it occupies and to develop programming that engaged a new audience- millennials.

Highlights

- Increased email open rates by 9% through advanced targeting and subject line testing within 6 weeks of implementing digital strategy.
- Launched biannual new social series “Eat Drink Art” that has brought in over \$4,000 profit in sales.
- Developed 2017 HMAAC Spring Lecture Series and coordinated to have Luvvie Ajayi as the keynote speaker; the event grossed over \$15,000, the most successful program/event for the museum in its history.
- Lead design for new hmaac.org website after their website was offline for 13 months.
- New streamlined design of website lead to a 43% increase in tour requests and a 27% increase in event rental requests.
- Achieved 89% increase in Instagram audience, 22% Facebook audience growth and 10% Twitter growth in 9 months.



Developing a 2 year digital strategy

Houston's Museum of African American Culture has been around since 2012 and been active on social media since early 2013.

One thing I didn't see on their social platforms was curated content that spanned arts and culture. There was also no informative aspect of the museum's work online. I wrote the current digital strategy in late 2016 and slowly began introducing 3rd party and educational arts and culture content to HMAAC's social media platforms. This included daily black history, conversations about art exhibited in the museum and timely discussions on culture. This resulted in a 27% growth in Facebook audience and a 54% growth in Instagram audience in less than 6 months.

I developed a digital strategy that focused on crafting unique museum experiences online to complement their experiences in the museum or make them desire to visit the museum.

GOALS:

HMAAC's audiences will have digital experiences that:

- increase their enjoyment and understanding of art
- provoke their thoughts and invite them to participate
- provide them with easy access to information
- entice them to explore deeper content
- encourage them to purchase products, join memberships/sponsors, donate to HMAAC
- present an elegant and functional web presence and interface whatever their device
- take place on the platforms and websites they use (digital mags, social, etc.)
- minimize any obstacles they may encounter

DELIVERABLES:

To achieve this, HMAAC will take an approach that is:

- audience-centered and insight-driven
- constantly evaluated and enhanced
- well designed and architected
- distributed across multiple platforms
- open and sharable
- sustainable and scalable

Implementing the digital strategy



houstonmaac

34 likes

23w

houstonmaac What's your motivation today?
In our Big Thoughts room, we find that extra boost of motivation from the hundreds of visitors sharing their culture and experience with us. The questions asked have sparked conversation and created a visual tapestry of the black

♡ Add a comment...



HMAAC @HoustonMAAC · 14 Sep 2016

It's [#AskACurator](#) Day! Have any questions about art, HMAAC, community or culture? Acting Curator Dominic is here!



↩ 2

↻ 7

♡ 10

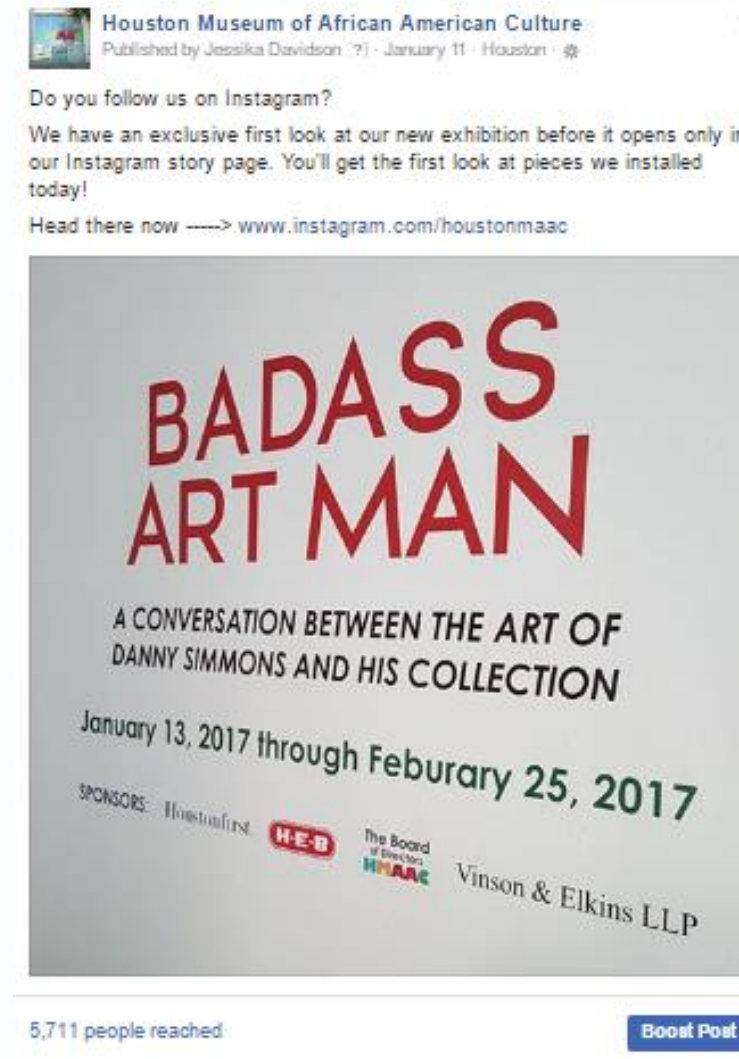


Editorial content in the form of short videos and blog posts became the keystone of HMAAC's digital communications. Using our own media channels – website, social media, email etc. – we were increasingly able to tell our stories effectively, as well as to communicate programs through high quality content of lasting value.

Implementing the digital strategy



Implementing this new digital strategy offered new ways to engage with audiences, new ways to distribute content to reach new audiences and kicked off a audience growth rate that the organization hadn't seen in its 5 year history. Third party content allowed us to weave historical content relevant to our culture into the contemporary art space of the museum.



The National March for Science



March for Science
@ScienceMarchDC

On [#NationalComingOutDay](#), let's discuss ways to make the field more inclusive for those in the LGBTQ+ community.



Is STEM leaving the LGBT community behind?

During Pride Month, LGBT scientists at Boston University share their experiences working in STEM and their take on the field's diversity.
[bu.edu](#)

11:46 AM - 11 Oct 2017



March for Science
@ScienceMarchDC

We marched and now the movement continues.

Today, on [#WorldScienceDay](#), join us in advocating for evidence-based policy solutions and pledge to hold our elected officials accountable.

It's time to [#VoteForScience!](#)

Join the pledge: [sciencevote.org](#)



10:09 AM - 10 Nov 2017

In August, I was hired as one of the first three employees as the Director of Social Media and Engagement in a consulting position.

My main priority is to develop and implement over-arching campaigns, strategies and tactics to build power, win change, educate and/or change the public narrative.

Since becoming a part of the team, I have identified and executed action in moments of opportunity to expose issues, engage or hold accountable stakeholders. I have also developed advocacy and event planning toolkits for over 600 satellite organizations and developed the digital advocacy strategy for our latest campaign- Vote for Science.

The
**PANTSUIT
NATION**
Podcast

Science Not Silence: The Women Behind the March for Science

By Pantsuit Nation

This week we talk with Valorie Aquino and Jessika Davidson, two of the women leading March for Science, a global effort to champion science for the common good. Keeping with the theme, the Golden Pantsuit goes to a NASA engineer, and as always Cat brings us the most urgent calls to action for the week. Listen and subscribe!

PLAY ON SPOTIFY

Traditional Media Relations

In addition to digital media, I have managed traditional media relations for the brands I've worked with local, alternative, regional and national publications and media companies including Houston Press, the Atlantic, NOS, TLC Media, NPR and more. This includes writing press releases, pitching to media companies, identifying and training organization ambassadors.

I've also been requested to speak on panels about working in media as well as developing workshops such as 'Talking Points after HERO' for media representatives .

WATCH: TRANSGENDER HOUSTONIANS RESPOND TO ANTI-HERO BATHROOM MYTH

Posted On 01 Dec 2015



Veronika Simms, Vito Cammisano, Monica Roberts, Dee Dee Watters, Daniel Williams, Jessika Davidson, and Melissa Murry at The Montrose Center's discussion on transgender media talking points on November 8.

RECENT POSTS



At Pulse Vigil, Speakers Urge LGBTQ Community to Fight Back Against Hate

JUNE 13, 2017



Scenes from the 2017 Hatch Prom at Numbers on June 1

JUNE 12, 2017



After Pulse: Some Go Back In Closet; Others

Event Planning and Design



Currently in charge of planning events for HMAAC, coordinating event design and visual design as well as gaining media placements for events.

Major Fundraising Events planned

- Interfaith Ministries Tapestry Gala 2015
- Interfaith Ministries For All Humanity Luncheon 2015
- Interfaith Ministries Best Friends Brunch 2016
- Montrose Center Hatch Youth Prom 2016
- Montrose Center Decadent Desserts 2016
- Montrose Center Bringing In the Green 2016
- HMAAC Gala 2016
- HMAAC Eat.Drink.Art. 2016
- HMAAC Girls Night Out 2017

Consulting Work

For-profit client

In April 2017, I took over the profiles for 7 local Orangetheory fitness studios spanning from the Town and Country area to the Webster area. I develop weekly strategy, create graphics, run weekly and monthly measurement reports and meet internally with the agency and Orangetheory Fitness' owners. The owners were focused on building an engaging online community. The strategy was simple; integrate the current studio events with conversation builders that allow the audience to participate. Also, I determined that stock photos were not the most engaging visuals as we wanted our visuals to represent the demographics of the studio members.



Influencer and Media/PR work

I also work with brand ambassadors, influencers and media to strategize the best ways to tell the Orangetheory Fitness stories in a way that engages their audiences.



Orangetheory Fitness Houston

Published by Jessika Davidson [?] · May 18 at 4:27pm · 🌐

"I'm already feeling more challenged than I had working out solo for the past few months, and tracking my colors and zones keeps pushing me through the hour-long classes, making me want to beat my previous numbers and work even harder."

Thanks Jayme for the awesome review on your blog, The Blonde Side!



My First Orangetheory Fitness Class - The Blonde Side

I'm not afraid to admit that I've fallen off the fitness wagon recently. In large part to my recent knee surgery (November) and in large part (and full disclosure) because I've gotten lazy and continued...

THEBLONDESIDE.COM

985 people reached

Boost Post



Orangetheory Fitness Houston-Sawyer Heights shared

ABC13 Houston's video.

Published by Integrate Agency [?] · May 5 · 🌐

Want to know what makeup is fierce enough to last through an Orangetheory workout? ABC13-Patricia Lopez found out which brands can take the heat. Check it out!



60,032 Views

ABC13 Houston

May 2 · 🌐

Like Page

Walgreens, Mac or Wet and Wild? The makeup is on and ABC13-Patricia Lopez finds out which brand survives a grueling one-hour workout. <http://abc13.com/1943714/>

713 people reached

Boost Post

Integrating video into the editorial strategy

During strategy sessions and reviewing previous measurement reports, we discovered that video posts with popular trainers/coaches had the most engagement over Facebook and Instagram. In the last two months, we've integrated a trainer tip and a personal studio video with the top 5 trainers in Houston. The engagement on these posts have consistently been our top posts each week.

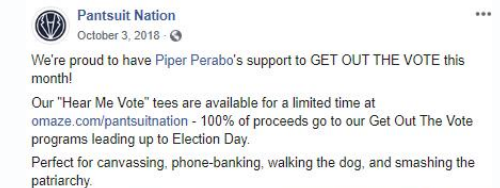
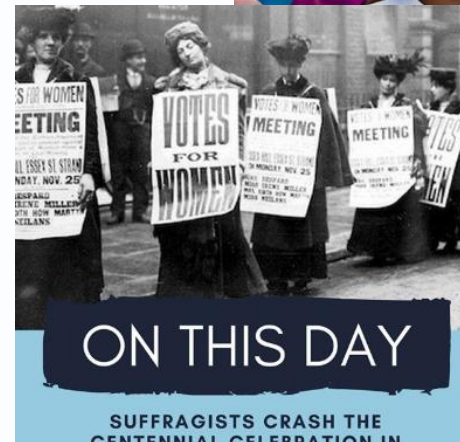


Advocacy and Cause Communications clients

Pantsuit Nation

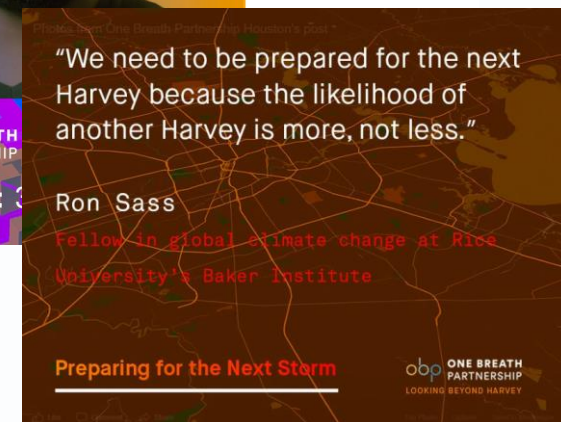
Hired by the US' largest Facebook progressive advocacy group on the platform. As the part-time/freelance marketing coordinator, I managed day-to-day social media growth strategy on their external facing platforms and worked with the executive team on a variety of items, including a voter engagement campaign and an e-commerce campaign in collaboration with Omaze.

I also stepped in as a co-host of the Pantsuit Nation Podcast when the Founder wasn't available.



One Breath Partnership

I lead the social strategy for a city clean air initiative headed by the Houston Endowment, Rice University and the Environmental Defense Fund. This included the development of two campaigns focused around clean air solutions, #DataDrives and #CleanUpTCEQ. #DataDrives discussed integrating tech as an advocacy solution--during the 8 week campaign, we hosted events in tech/maker spaces, hosted a hack-a-thon, participated in local festivals and made space for marginalized communities to share the impact of air pollution on their communities.

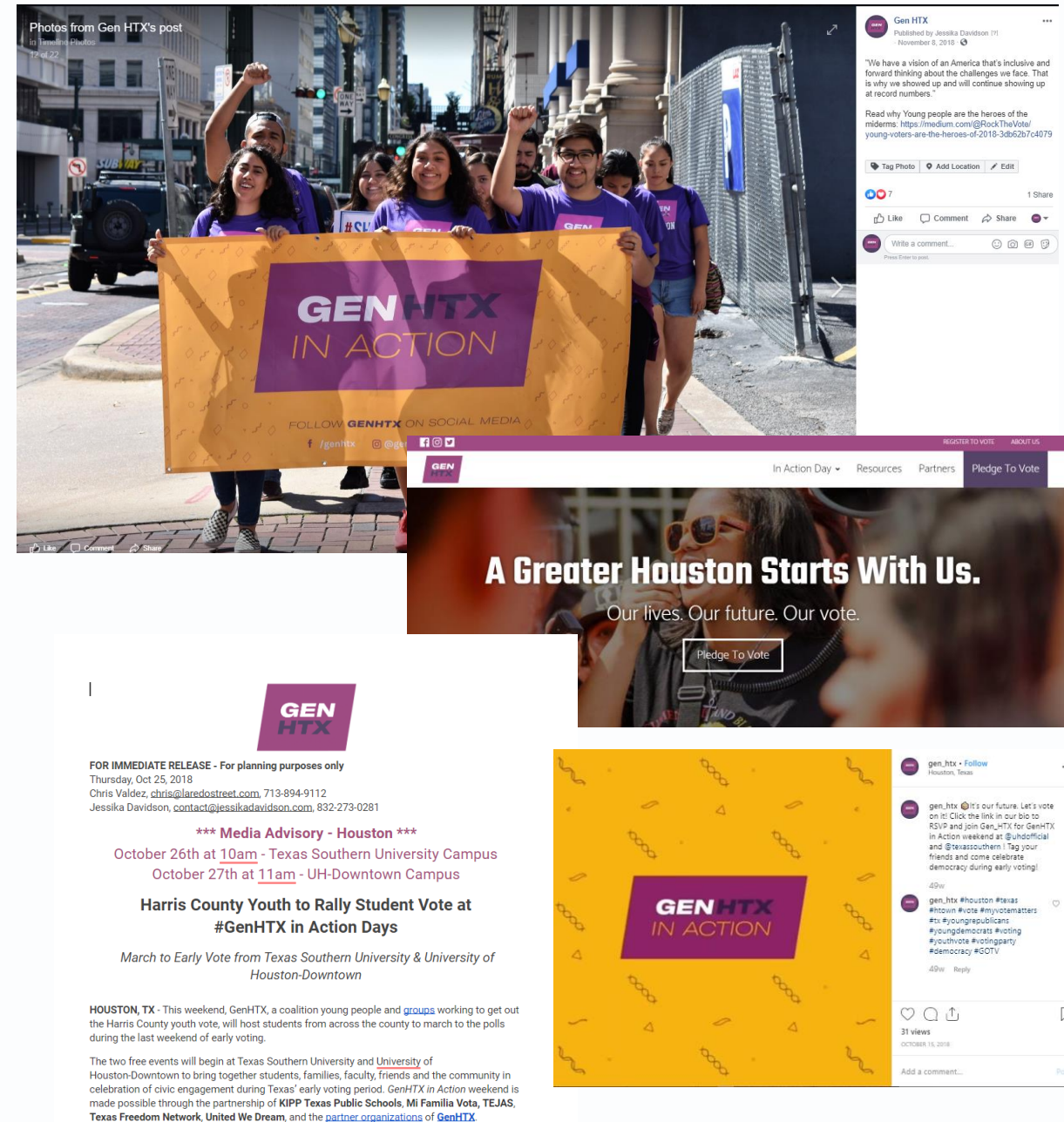


GenHTX

I was hired by Harris County to lead digital communications a new youth civic engagement initiative through Harris County.

Developed the campaign name, GenHTX, wrote website copy, developed communications toolkit and manages day-to-day social media management and engagement.

I also served as event comms lead- capturing and editing video, preparing graphics for social media and managing social media during live events including one large scale voter registration event



Other work



Jack Hadley Black History Museum has hired me to work on the museum's first strategic marketing and events plan in its 30+ year history. This plan will incorporate social ads, email marketing, social media marketing and engagement and a fundraising communications and events plan.



Served as an as-needed event comms lead-capturing and editing social video, preparing graphics for social media and managing social media during live events in their Houston market.



Hosts marketing workshops for 40+ small and medium arts organizations in Houston through Mid America Art's Alliance's Engage Program.

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