



JESSIKA DAVIDSON

MARKETING AND ENGAGEMENT
S T R A T E G I S T



832.273.0281



contact@jessikadavidson.com

WWW.JESSIKADAVIDSON.COM



RECENT EXPERIENCE

DIRECTOR OF COMMUNICATIONS AND DEVELOPMENT

The Women's Resource of Houston

In my role as the Director Of Communications and Development, I lead the department in promoting the activities, events, classes and program offerings of The Women's Resource, Houston's leading free financial educational organization for Women and Girls, made up of 35 partner locations across 38 zip codes. The job requires aggressive, creative, and proactive story development, messaging and pitching to secure as much brand awareness as possible.

In FY 2019, I developed and implemented the first strategic marketing plan for the organization in its 29-year history, with the goal of increased awareness of the organization's importance and relevance to generate increased program attendance and funding.

In addition to implementing the strategic marketing plan, I'm also responsible for:

- Creating and testing the organization's 30th anniversary messaging/content.
- Developing new funding proposals and securing over \$95,000 from new sources of funding from partner corporations such as SunTrust Bank and the Houston Texans.
- Developing and implementing the organization's first small donor/individual donor engagement campaign.
- Managing a half a million dollar fundraising budget for a 7 person staff and securing over 513,000 in funding for FY 2019.
- Working with the Executive Director and program managers to revamp marketing plan to meet program design and needs, resulting in a 35% increase in youth program enrollment and 47% increase in program attendance.
- Overseeing the budget and fiscal management for Communications and Development, including the hiring of creative agencies, part-time staff and contractors.
- Overseeing the design and printing of all marketing materials including brochures, flyers, newsletters, and annual reports.
- Leading and implementing all annual and planned giving programs including fundraising events and donor campaigns.

DIRECTOR OF COMMUNICATIONS

National March for Science

In this role, I was responsible for the direction of the digital engagement program of the largest science advocacy community in the world, reaching a peak audience of 2.1 million members online. After seven months at the organization, I was promoted from Director of Social Media and Engagement to Director of Communications.

Additional responsibilities included:

- Directly managed a team of 7 remote social media moderators, including providing staff training, arranging moderator work shifts and developing processes for hiring new moderators.
- Developed and executed National March for science comprehensive communications strategy, wrote advocacy and science event toolkits, and executed the digital engagement campaigns.
- Designed graphic content for March for Science website and social media channels using Canva and Adobe Creative Suite.
- Represented March for Science at the Facebook Community Partnership Leadership program, a 6-month program hosted by Facebook HQ for online community leaders.
- Created social media metrics, goals and monthly reports for the March for Science Board of Directors; and provided analysis of online performance and recommendations for changes when needed.
- Built relationships with over 600 satellite chapters across the world; amplifying their efforts on social media and providing leadership/training on social media best practices for chapter leaders.
- Served as event support and communications lead for 2018 March for Science with an attendance of 25,000 and March for Science's 1st global summit in 2018.
- Managed a six figure communications budget, reporting spending to the MFS Board of Directors.
- Co-authored "Conversations about Science Advocacy: A March for Science Perspective" in the Annals of the Entomological Society of America journal in 2019

MARKETING & PROGRAMMING DIRECTOR

Houston Museum of African American Culture

As the Houston Museum of African American Culture's Marketing and Programming Director, I had privilege of ideating, facilitating, and hosting over 40 socially relevant museum public programming and events. In addition, I developed the organization's first digital strategy, bolstering the museum's attendance and visibility garnering new patronage in the thousands. Under my leadership, the museum actively re-imagined the social landscape for Black Americans and mobilized communities of color through event activation, social media and education.

During my time at the museum, I:

- Increased earned media placements by 22% in one year while serving as the primary media contact.
- Developed the organization's first multi-year strategic marketing and communication plan for website, social media, email marketing and consumer products since its founding in 2012. - Developed and managed annual campaign/editorial calendar resulting in 187% social media audience increase and 16% visitor attendance increase.
- Developed and managed museum's marketing budgets for events, serial programming, and direct marketing campaigns.
- Developed and executed event strategy for HMAAC's most successful Lecture Series in organizational history featuring Luvvie Ajayi, resulting in 25K social media impressions, over 500 attendees, and over \$13,000 in profit.
- Managed the Assistant Curator/Exhibitions manager and the retail associate, setting positional goals and maintaining their performance reviews.
- Revamped HMAAC's dormant volunteer program, resulting in the onboarding of 9 new volunteers over 2 months.
- Managed the redesign of the HMAAC website after 10 months of website/domain outage, hiring and managing the relationship with external branding agency.
- Grew email Subscriber List from 6,441 to over 12,564, resulting in 95% growth in 8 months.
- Managed End of Year Direct mail appeal, resulting in a giving increase of \$4,000 in FY 16.

FOUNDER & CREATIVE CONSULTANT-JD CREATIVE

Founder & Managing Partner of creative services firm charged with executing traditional and digital brand strategy for socially conscious non-profit organizations and brands. As the social good and nonprofit spaces shift to adapt the tenets of branding, I support clients by developing and leading the implementation of effective strategy and ensure that messaging and activations draw Millennial and Gen Z audiences toward meaningful causes and their events or programs. While running my consultancy and managing sub-contracted employees, I am responsible for managing day-to day marketing strategy, art direction and community engagement for 2-3 client projects at a time.

Clients include: Pantsuit Nation-National, Harris County Youth Civic Engagement Initiative, One Breath Partnership, Mid America Arts Alliance, Hurston/Wright Foundation, The Jack Hadley Museum, Montrose Center

Specific responsibilities and achievements include:

- Secured over 40 press placements in less than a year for One Breath Partnership.
- Coordinated and prepared copy for production and distribution of marketing materials, including flyers, brochures, packets and other promotional items for multiple clients.
- Recruited volunteers through social media; developed training materials, and trained volunteers for GenHTX's Get out the Vote youth initiative, managed by the Harris Country Youth Civic Engagement Initiative.
- Managed logistical coordination of special events, including event design, managing vendors, designing event invitations and securing event rentals for Mid America Arts Alliance's on site activation events.



EDUCATION

Stephen F. Austin State University
Nacogdoches, TX
B.A. Mass Communications
Minors- Public Relations News Writing
and Photojournalism

Florida Altantic University
Executive Education Certificate
Hospitality and Tourism Management



CORE SKILLS

- Crafting interactive event and program experiences for varied audiences
- Non Profit fundraising and donor cultivation event design and coordination
- Team management
- Grant writing
- Media relations
- Social Media Marketing
- AP Style copywriting and editing
- Graphic design and layout
- Paid Social Media Advertising
- Branding strategy
- Email marketing
- Remote Work
- CRM Management



DIGITAL TECHNOLOGY SKILLS

- Event design and planning software: Planning Pod, Soapbox, EventBrite
- Team management software: Slack, Asana, Basecamp
- Organizing software: Action Network, Phone2Action
- Web Content Management: Squarespace
- Wordpress and Wix
- Social Media Management: Hootsuite, Edgar, Planoly, Sprout Social, Later
- Photography/Videography: Adobe Photoshop, Adobe Lightroom, DSLR Photography + Videography, iMovie Video Editing Software
- Graphic Design: Adobe Creative Suite, Canva, Easil
- General: MAC OS/PC, Microsoft Office



MEMBERSHIPS & AFFILIATIONS

Inaugural Member- Facebook Community Leadership Program
Public Relations Committee Member
Houston Museum District (2016-2017)
Fundraising Host Committee Member
Buffalo Soldiers Museum
2017 Burroughs Wright Fellow
The Association of African American Museums
Board Member-Chair of Marketing and Development
Milky Mommas Inc- A Breastfeeding nonprofit