

Pamela Jackson
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Employment History

Sales Consultant

01/2018 - 12/2020

RDT LTD, , None Selected

Sold units totaled approx. \$100k/ per year *Only woman on all male elite sales team Marketing and Partnership Development Consultant for Kiwuwa Achievement inc. (Consultant) • Partnership development consultant for a cultural arts education organization. Implement communication strategies to support partnership, sponsorship and general outreach campaigns. Last two months brokered opportunities with the MD Department of Education, MD Council for the Arts, University of MD and Act Now a Baltimore Arts organization.

Digital Project Manager

01/2017 - 02/2018

Codebits Technologies, , None Selected

Managed team of web developers and graphic designers to build out customized full stack web applications for client's B2B and B2C needs.

Marketing Analytics Specialist

01/2014 - 12/2016

National Education Foundation, , None Selected

- Provides Corporate, Local, State, and Federal K-12 STEM Programs in partnership with State University of N.Y. (SUNY) 2014 - 2016 • Conducted Competitive market research, Insights/ analytics reporting; Managed School Superintendent Engagement and Program Awareness Strategy.

Social Media Manager

06/2012 - 08/2012

AIDS Healthcare Foundation, , None Selected

advocacy foundation serving 39 countries in Africa, Europe, Asia and the Americas. Spring/Summer 2012 • Led national marketing team in high profile social media campaign for historic 2012 Global AIDs Conference in Washington D.C. • In 3 months, grew the organization's social media engagement by 1350%. Brokered over 20 strategic content marketing partnerships with healthcare nonprofit organizations and professionals resulting in over 100,000 people reached and thousands of pledge sign ups.

Marketing Manager for Creative Management Services

01/2011 - 01/2012

Internet and Video Production Agency, , None Selected

• Led branding and social advertising initiatives which included sales funnel A/B landing page testing, email and PPC marketing campaign that resulted in 87% increase of inbound traffic to company website. • Campaign efforts resulted in acquisition of major video production contract with Lockheed Martin, a Fortune 100 government contractor. Content we produced won a coveted TIVA Peer Award.

Public Relations Associate

01/2008 - 12/2010

Yui and Company, , None Selected

Supported diverse projects for strategic communications PR agency. • Content Analyst, copy editor for client facing documents such as press releases, collateral, media advisories, media alerts, internal memorandums, pitch proposals, creative briefs, summary documents. • Conducted social media monitoring, media research, media distribution and editorial ops list building, executed press release, media alerts and advisory distributions using Vocus and Cision PR software. Clients worked for included: • National Capital Access Forum of African American Business Professionals • George Washington University School of Business and Center for Health Policy Research • DuPont Inc./Global LEED Building Initiative • World Bank Institute's Peace Through Commerce Global Online Event • Climate Change Conference (CLAI)

Education History

Front And Backend Web Application Development

Bachelor's Degree

Clark Atlanta University, MD