

# Aliya Jackson

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A Creative Director with eight years of experience specializing in brand messaging, marketing communications, and content strategy. A strong history of refining brand identity for client businesses to drive growth, product adoption, and market share.

## Key Skills

- ◆ UX Thinking
- ◆ Product Marketing
- ◆ Client Relations
- ◆ Stakeholder Management
- ◆ Project Management

## Professional Experience

### Creative Director

*Ascension Marketing Agency, New York, NY | October 2016 - Present*

- ◆ Define content strategy, brand messaging, and marketing communications for large client accounts generating over \$1.5M in annual revenue
- Oversee a rebranding initiative for a biotechnology company by creating advertisements centered on patient testimonials, community outreach, and equity within healthcare, resulting in a 40% increase in sales across three product lines
- Manage the creative department and lead a team of 20+ content writers, marketing specialists, graphic designers, and UX designers

### Creative Director

*Arkline Marketing Solutions, New York, NY | July 2014 - October 2016*

- Led a team of digital marketing specialists, content writers, and graphic designers to deliver innovative brand marketing solutions for client accounts valued at \$500K-\$1.3M, including digital advertising and product marketing campaigns
- Coordinated with a high-net-worth client to redefine brand messaging following negative press coverage, which contributed to a 60% recovery in lost business

## Education

### Bachelor of Science (B.S.) Marketing

University of Syracuse, New York, NY September 2010 - June 2014