

Jocelyn Jackson

Senior Project Manager at Ketchum

Specialties

Communications research, verbal and written communication, data analysis, media analysis, program evaluation, public relations and branding, consulting, Microsoft Office Suite, including Excel (Intermediate) and Access (Basic), SPSS, Adobe Photoshop and Illustrator (Basic)

Experience

Senior Project Manager at Ketchum

November 2014 - Present (1 year 9 months)

Research Manager at Illuminas

March 2014 - November 2014 (9 months)

Project Manager, Ketchum Global Research and Analytics at Ketchum

July 2012 - March 2014 (1 year 9 months)

Assistant Programme Officer at United Nations

2009 - July 2012 (3 years)

Conducted internal communications research on an ad hoc basis, including surveys and media monitoring and analysis.

Assistant Press Officer at United Nations

2010 - 2010 (less than a year)

Drafted daily press releases on United Nations events such as press briefings, conferences, and meetings of the General Assembly, Security Council and the Economic and Social Council (ECOSOC).

Media Analysis Consultant at United Nations

2008 - 2009 (1 year)

Designed and delivered three media monitoring and analysis projects.

Operations Manager at Media Tenor International

2007 - 2008 (1 year)

Oversaw all operations for the New York office of an international communications research company, including media monitoring, analysis and reporting projects, employee training, and human resources. Developed curriculum for and conducted employee training programs in company offices in New York, South Africa and Germany. Directly managed 18 employees.

Public Relations Intern at Cynthia Rowley

2007 - 2007 (less than a year)

Maintained relationships with key media contacts, publicists and stylists.

Media Researcher/ Trainer at Media Tenor International

2006 - 2007 (1 year)

Performed media monitoring on the banking, insurance and software industries, as well as the U.S. economy, the U.S. government and its officials by analyzing media coverage on each within specific guidelines.

Conducted survey and processed resulting information on CEOs at 100 U.S. companies for the “Reputation and Crisis Management” report produced in cooperation with the Harvard Business Review. Trained new employees on media analysis methodology. Promoted to Operations Manager within one year.

Assistant to the Director of Public Relations at Double Happiness Jewelry

2004 - 2005 (1 year)

Conducted market research. Worked closely with editorial departments at leading fashion publications.

Contributed to public relations campaigns that attracted celebrity clients.

Languages

French

Volunteer Experience**Volunteer and Teaching Artist at The Studio Museum in Harlem**

January 2009 - April 2011

Teaching artist on Target Free Sundays; museum docent (short-term) and volunteer with guest services

Education**Baruch College**

MS, Corporate Communications, 2011 - 2013

New York University, Stern School of Business

BS, Business Administration, 2003 - 2007

Interests

corporate communication, photography, painting, graphic design, international travel, reading (fiction and non-fiction)

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2 people have recommended Jocelyn

"Jocelyn is a quick thinker and hard worker. She processed information on the go as needed in our meetings, produced cogent and intelligent writing, and was always a pleasure to work with. She has great energy and professionalism, and I would recommend Jocelyn as an asset to any department or organization."

— **Summer Brennan**, managed Jocelyn indirectly at United Nations

"I have known Jocelyn Jackson for several years and I found her to be consistently pleasant, tackling all assignments with dedication and a smile. Besides being a joy to work with, Jocelyn is a take-charge person who is able to present creative ideas and communicate the benefits. She has successfully developed several international marketing skills while serving in OCONUS position as a Diplomat for our country.. During her tenure, she has broaden her ability to work as a team player and concentrate on the mission. Ms Jackson is a extraordinarily helpful in other areas of the advertising position in which she has been employed. In addition to writing effective training modules for sales representatives, Jocelyn assumed a leadership role in sales meetings, inspiring and motivating other employees. I highly recommend Jocelyn for employment. She is a team player and would make a great asset to any organization."

— **Charles (Chuck) Burgman**, worked with Jocelyn at United Nations

[Contact Jocelyn on LinkedIn](#)