

# Faith M. Jackson

## Accomplished Communications Leader

[faithmjackson.com](http://faithmjackson.com) • 908.468.6300 • [communication.jackson@gmail.com](mailto:communication.jackson@gmail.com) • [linkedin.com/in/faithmjackson](https://linkedin.com/in/faithmjackson)

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### Summary

Accomplished communications leader with strategic communications planning, project management, team leadership, content development, writing, and editing expertise. Nuanced understanding of brand and reputation concerns. Data-driven decision maker. Adept presenter, facilitator, and trainer.

### Specialties

- Strategic communications planning
- Team leadership
- Branding
- Digital communications
- Budget management
- Employee mentorship
- Project management
- Content development
- Writing and editing

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### Experience

JULY 2015–PRESENT

#### Director of Communications, Department of Communications Drew University

### Responsibilities

- Create and execute strategic communications plans to increase enrollment and support the university's brand, reputation, and mission.
- Manage the workflow of a 10-person team producing more than 2,000 projects per year.
- Directly supervise and mentor a team of 8 editorial, web, design, and project management staff members.
- Develop and produce digital, video and editorial, and print communications to support communications plans.
- Maintain and communicate brand and identity standards for the university.
- Report on and analyze performance metrics and ROI to measure success and improve future work.
- Direct the work of vendors and freelance workers.

### Accomplishments

- Implemented the university's first yearlong strategic marketing communications plans for enrollment.
- Led the day-to-day work of a team producing work that has contributed toward:
  - a 44% rise in undergraduate enrollment over four years.
  - a fundraising campaign and end-of-year challenge that exceeded monetary and engagement goals.
- Successfully served as project and content lead of a mobile-first redesign of drew.edu, which included new research, identifying content categories for better organization, new site architecture, backend, frontend look and feel, and content creation—with a production time of just 6 months.
- Created and carried out a new workflow process for the department that increased productivity, accuracy, and internal client service.
- Managed the successful rollout of communications promoting a mission-critical tuition reset.
- Created and implemented a strategic communications plan to promote a university fellow's unexpected Nobel Prize win.

*Experience continued on next page.*

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### Experience Continued

JULY 2007-JUNE 2015

**Assistant Director-Editorial, Department of University Communications & Marketing**  
**Rutgers University**

#### Responsibilities

- Guided and served on cross-functional teams to help plan communications and oversee development of supporting digital and print materials.
- Prepared and maintained project schedules and cost estimates for complex, multi-component projects, delivering under budget and on time.
- Supervised and mentored project managers, editors, and print purchasing coordinator.
- Directed and scheduled work of freelance photographers, designers, and writers.
- Wrote, edited, proofread, and fact-checked digital and print communications.

#### Accomplishments

- Project managed the first set of Rutgers Day communications materials in 2008. Facilitated the development of branding, messaging, and creation of more than 70 digital and print components. Advertising copy written and standards set are still in use.
- Served on the Rutgers University–New Brunswick marketing committee.
- Taught communications planning workshops for university employees in the Rutgers Communicator Certificate Program, earning high assessment scores each time.

JUNE 2002-JULY 2007

**Senior Editor and Communications Specialist , Department of University Relations**  
**Kean University**

#### Responsibilities

- Served as Managing Editor of the semiannual *Kean Magazine* and weekly *Administrative Report*, planning editorial content and production.
- Reviewed website, wrote updates, ensured that press releases and event listings were current.
- Covered newsworthy events and wrote related stories for online and print publications.
- Proofread, edited, and fact-checked all communications.
- Wrote press releases and pitched stories to local news media; fielded press calls as needed.
- Helped plan and execute major events and managed creation of supporting print and web materials.

#### Accomplishments

- Promoted to role from position of writer and communications specialist in 2004.
- Reorganized kean.edu website. Created new site architecture, and rewrote and edited content.
- Project managed the first Family Day event. Set standards and strategies used for subsequent years.
- In absence of university spokesperson, maintained poise and discretion during a 2007 media inquiry regarding former Gov. McGreevey teaching at the university.

*Experience continued on next page.*

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### Experience Continued

JUNE 2000–JUNE 2002

**Marketing Writer, Marketing Sales Department**  
A.M. Best Company

#### Responsibilities

- Wrote, edited, and proofread copy for company website, email campaigns, online banner ads, print advertisements, press releases, direct-mail packages, brochures, sales-support materials, yearly product catalog, and trade show collateral.
- Managed the successful completion of projects by coordinating with editors, product managers, sales support, design team, and production department.

#### Accomplishments

- Part of a three-person team that created and implemented first web version of product catalog.
- Initiated and conceptualized new approach for *Best's Review* sales kit, wrote new content, project managed new design, and earned accolades from sales staff.

JUNE 1999–JUNE 2000

**Assistant Account Executive**  
UniWorld Group, Inc.

#### Responsibilities

- Researched and wrote marketing briefs, conference reports, and presentations.
- Project managed print, radio, television advertising, and special event projects.
- Ensured that all projects were in compliance with clients' corporate identity guidelines.
- Managed and tracked clients' account budgets.
- Carried out the purchasing and trafficking of all print and broadcast media for assigned clients.

#### Accomplishments

- Began working as an administrative assistant and was promoted twice in one year.
- Planned and launched the AT&T Black History Month website.

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### Education

**Rutgers, The State University of New Jersey**

Master of Communication and Information Studies with Concentration in Digital Media

**Hunter College of the City University of New York**

Bachelor of Arts, English Literature and Interdisciplinary Honors Curriculum