# Lisa Jackson

Curriculum Vitae

New Braunfels, Texas | Remote Available
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## PROFESSIONAL PROFILE

Communications and marketing professional of over twenty years with expertise in media and awareness campaigns, digital and social media, and narrative-driven initiatives. Developed original statewide campaigns to educate and create awareness about mission-driven efforts. Skilled in aligning organizational mission and communication strategy to produce measurable engagement outcomes. Created and distributed professional development trainings, workshops, and modular learning resources to support communications and marketing teams within the education sector, as well as executive leaders. Oversaw approximately 80 college interns, over a period of six years, as they gained experience in marketing, communications, events, social media, and branding.

## ACADEMIC & PROFESSIONAL INTERESTS

Digital Marketing and Advertising • Social Media • Storytelling & Narrative Strategy • Public Relations and Communications • AI in Communications Practice • Audience Analytics, Engagement, & Behavior • Applied Communication Strategy • Website and Content Production • Video & Audio Production • Marketing and Branding

## EDUCATION

Master of Arts in Digital Media Communication
Texas State University - San Marcos, Texas

Bachelor of Arts in English
The University of Texas at Austin - Austin, Texas

## TEACHING EXPERIENCE & PEDAGOGICAL PRACTICE

Designed and delivered professional development instruction for education and communications professionals on storytelling, trust psychology, and community engagement strategies. Instruction included workshop-based and modular learning formats emphasizing applied marketing theory and real-world implementation.

## COURSES PREPARED TO TEACH

- Digital Media
- Public Relations and Communications
- Advocacy and Digital Storytelling
- Social Media Strategy, Audience Engagement, and Analytics
- Content Strategy & Storytelling
- Brand Strategy & Integrated Communications

- AI and Marketing
- Video Production and Storytelling
- Community-Based Campaigns

## PROFESSIONAL EXPERIENCE

**Executive Director, We Go Public (Go Public) | 2016–Present**
- Lead statewide marketing and communications initiative supporting public education awareness.
- Power Texas School Public Relations' campaign, Celebrate Texas Public Schools.
- Mentored and supervised over 80 undergraduate interns in marketing strategy, campaign development, and professional communication practices.
- Design and implement integrated campaigns across digital platforms, events, and community outreach.
- Build relationships with regional media and school district PR and communications professionals.
- Develop training modules, online trainings, and workshops focusing on marketing, communications, and advertising.
- Coordinate media buys and direct creative assets.
- Create awareness about the positive benefits of a K-12 public education.

**Founder & Marketing/Media Producer, 11 Productions, LLC | 2007–Present**
- Produce multimedia, documentary, and digital storytelling to support mission-driven organizations and efforts.
- Designed instructional frameworks translating industry-specific marketing into teachable training modules.
- Created instructional marketing resources and engagement campaigns for mission-driven organizations.
- Manage social media strategies and execution for small organizations.

**Senior Manager, Sales Enablement, ReUp Education | 2025–2026**
- Created marketing and communication assets supporting higher education re-enrollment initiatives.
- Developed data-informed messaging aligned with adult learner engagement.
- Built systems and processes to manage marketing and sales assets.

**Director of Integrated Marketing & Communications, Dairy MAX | 2011–2016**
- Collaborated with external agency to develop marketing assets and events for schools.
- Worked closely with Dallas Cowboys and Houston Texans to support experiential marketing events under the umbrella of Fuel Up to Play 60.
- Developed marketing toolkits for Texas Independent School Districts throughout the state.

**Marketing Specialist, Texas Department of Agriculture | 2009–2011**
- Conceptualized, developed, and managed statewide marketing campaign promoting school meals
- Directed development of original animated characters to engage students in healthy eating.

**Director Program Development, Youth Interactive | 2006–2008**
- Guided messaging, communications, and branding for the programs reaching schools throughout Texas.
- Provided public relations guidance to create awareness of the mission.

## ACADEMIC AND PROFESSIONAL PRESENTATIONS

- Workshops
- Conference Speaking, Keynotes
- Guest Lectures
- Training Sessions

## MEDIA PRODUCTION & APPLIED SCHOLARSHIP

- Documentary and multimedia storytelling projects focused on education, civic engagement, and history.
- Applied research through digital storytelling platforms and audience engagement initiatives.
- Marketing and media campaigns integrating narrative strategy with measurable outreach outcomes.

## HONORS & PROFESSIONAL RECOGNITION

- Capital Factory Portfolio Company
- Alamo Area Council of Governments Award
- University of Houston Cougar Fund Company
- Texas Association of School Nutrition Marketing Award
- Adsposure Community Award
- QVC Decade of Discovery Entrepreneur Award

## TECHNICAL COMPETENCIES

Digital Marketing & SEO Platforms (SEM Rush, MOZ, Spyfu) • Adobe Creative Suite (Photoshop, Adobe Premiere Pro, Illustrator, InDesign) • Figma • Video & Audio Production (Premiere Pro) • Canva • Newsletter and Email Automation Platforms • AI Tools and Theory • Learning Management Systems (Kajabi) • WordPress, HTML, CSS • CRM Systems (HubSpot) • Data Analytics & Campaign Optimization (Google Analytics)

## PROFESSIONAL SERVICE & ENGAGEMENT

- Texas School Public Relations Association Member
- Austin Texas Women in Film
- Early Matters SA Friend
- Humane Society of New Braunfels Volunteer
- Alpha Chi Honor Society
- New Braunfels Angels Supporter
- Public speaker and workshop facilitator on marketing, branding, storytelling, and public trust.
- Collaborator with educational institutions, nonprofits, and statewide initiatives.
- Workshop facilitator for education professionals
- Collaboration with universities and statewide education initiatives
- Mentorship and workforce development engagement