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# EBONI JACKSON | COMMUNICATIONS MANAGER

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New York, NY — 585-713-0567 — [ebonimjackson@gmail.com](mailto:ebonimjackson@gmail.com) — [www.ebonimjackson.com](http://www.ebonimjackson.com)

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## PROFESSIONAL SUMMARY

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Results-oriented, resourceful, and energetic communication professional bringing extensive corporate experience in developing and implementing insightful and innovative digital, internal, and external communication strategies. Offers excellent leadership and organizational skills to coordinate concurrent projects. Collaborative and committed to nurturing relationships with stakeholders, media contacts, and clients.

## CORE SKILLS

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Communication Strategy Development  
Brand Messaging and Management  
Data Analysis and Reporting  
Public & Media Relations

Social Perceptiveness  
Stakeholder Partnership & Growth  
Continuous Improvement Process  
Project Management

## WORK EXPERIENCE

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**Communications Specialist, The Walt Disney Company**

*April 2022 – Present*

Effectively aid in producing content and campaign announcements showcasing The Walt Disney Company's commitment to entertaining, informing, and inspiring consumers around the world. Champion business communications tied to competitive insight analysis and marketplace monitoring and deliver actionable insights reports to key stakeholders and leadership. Direct segment efforts tied to key industry awards and honors including submissions to Variety 500, Cablefax100, Fast Company Most Innovative Companies, and more. Assist with communication needs connected to industry events to drive key business priorities including project timelines, scripts, key messaging, invitations, post-event surveys, executive briefs, and beyond. Actively monitor traditional and social media to stay apprised of evolutions and trends in the consumer and media landscapes to anticipate and proactively address any key issues or opportunities.

- Skillfully established 5 new strategic and comprehensive communications strategies aligning 6 different segment teams, reducing segment subscription spend by more than \$90k per year, and increasing presence in top-tier industry awards and events by 12%.
- Partnered closely with leadership, legal teams, and segment leads to create a repository of proactive and reactive messaging to be used when addressing media, in public-facing communications, and internally, enhancing overall company handling of negative issues that arise.
- Devised and carried out strategic processes to boost team workflow and productivity across 6 diverse teams including ESPN+, Hulu, Disney+, Advertising, Networks, and Platform Distribution.

**Communications Specialist, The Bizzell Group**

*Oct. 2020 – Feb. 2022*

Collaborated in the development and execution of communications plans to advance company processes and employee productivity. Utilized creative and innovative digital tools to strengthen company brand reputation and intensify stakeholder affinity via the web, social, and other external communications platforms. Crafted relevant and timely social media content for Bizzell's four social platforms. Generated qualitative and quantitative media reports to help inform business strategies and planning.

- Developed an internal site for contract managers to upload accomplishments, goals, performance reviews, etc. for later use by the business development team, catalyzing in an improvement of manager workflow and decreasing the workload of business development team members.
- Established a social media task force and set up bi-weekly meetings with leadership to align on needs and gain updates and insights on activations across the company, leading to an 8% increase in social following by the end of 2021.

**Senior Communications & PR Consultant, CCMS, LLC**

*Sept. 2019 – Present*

Manage brand and logo development, marketing strategy, and social, digital, and web support of clients in addition to document preparation for RFPs, proposals, and pitches. Compose public relations presentations and plans by gathering information on business objectives, vision, brand strategy, competition, and industry trends. Record, analyze, and summarize feedback to capture actionable insights for future improvements.

- Managed an entirely new branding package including a new logo, marketing materials, and brand-new website, Facebook, and LinkedIn page as of April 2023 by collaborating closely with the graphic designer and gathering insights from the CEO, leading to the securement of 3 new clients as of May 2023.

**Co-Founder & President, Alpha to Zulu VTG & Thrift**

*Sept. 2019 – July 2022*

Cultivated productive relationships with industry partners and competitors to support strategic business objectives. Determined and capitalized on short- and long-term revenue generation opportunities to maximize bottom-line profitability. Forged new promotional approaches to boost customer numbers and market penetration while enhancing engagement and driving growth.

- Successfully raised consumer awareness of environmental waste by developing campaign materials, including print collateral, social media posts, and copy, leading to a successful fundraiser campaign that raised over \$1200 for local conservation nonprofits.

**Fashion & Beauty Public Relations Associate, Small Girls PR**

*July 2020 – Sept. 2020*

Carried out market and public opinion research related to client reputation and positioning among key stakeholder audiences to assemble innovative marketing and PR strategies. Designed media pitches as well as formed and preserved media contact lists to meet KPIs set by clients using Cision and Muck Rack. Upheld organized and thorough records of media relations activities and campaign results.

- Cultivated targeted media relations and outreach strategies for each individual brand/client outlining needs, key messaging, talking points, and key reporters to target, resulting in landing over 5 top-tier publications tied to clients' products/launches including Vogue, Elle, and Marie Claire.

**Creative Marketing & Copywriting Associate, 2U, Inc.**

*June 2019 to Oct. 2020*

Wrote copy for web, social, digital, and email assets for over 10 university brand partners including American University, NYU, Berkley, and Syracuse University. Worked with SEO, CRO, and design teams to develop optimized print and paid social ads geared toward target demographics, evaluating results to improve marketing research and team campaign development. Partook in brand development brainstorming sessions to ideate innovative approaches to marketing materials and potential new-student student outreach.

- Researched and identified several new marketing opportunities, providing new revenue streams for the company through existing partnerships and clients.

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**EDUCATION**

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**Bachelor of Arts in Strategic Communications, High Point University**

**Honors** | *magna cum laude, Delta Pi Honor Society, Lambda Pi Eta Honor Society*