

CRYSTAL JACKSON

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PASSIONATE ABOUT BUILDING ENGAGING BRANDS, EMPOWERING MEANINGFUL CONNECTIONS AND AMPLIFYING IMPORTANT STORIES

WORK EXPERIENCE

HMA
Creative Director & Copywriter

Monterey, CA / remote
July 2017 to present

After many years working remotely from California for an agency in Houston, I joined HMA to grow and manage creative department capabilities and revitalize client relationships. Clients include Benchmark Hospitality, David Rubenstein Forum, Margaritaville Lake Resort, Texas A&M Hotel, Delta Hotels by Marriott Dallas, Garden of the Gods Resort, Grand Plaza and the Equinox.

- **Drive revenue growth** through expansion of creative services menu, pitching projects to clients, mentoring and managing designers, reimagining 35-year-old brand
- **Develop engaging brand stories** for new hotels, including brand voice, targeted messaging, customer personas, word banks
- **Write, edit and proofread** content for 20+ hotels and corporate offices, including copy for six hotel websites, flagship client's travel blog, multi-channel marketing campaigns, sales collateral, business development pitches
- **Manage client relationships** for high-level campaigns and projects
- **Create inspiring employer brand** to attract, engage and retain talent in a competitive market for client with 10,000 employees
- **Collaborate across departments** to increase efficiencies and improve quality of work
- **Plan and execute all-day staff workshop** to support culture change efforts

Langrand
Senior Copywriter

Houston, TX / remote
June 2011 to July 2017

I left the nonprofit realm to evolve my writing, strategy and creative abilities at Langrand, a marketing and branding agency that works in healthcare and public sector. Clients included Anthem, Blue Cross Blue Shield, Mercer, Prologis, Houston ISD, METRORail, Harris Health System, Houston-Galveston Area Council and Catastrophic Theatre.

- **Humanized health insurance** across ads, sales collateral, apps, videos, pitch decks, employee benefits communications and keynote speeches
- **Collaborated on concepts and wrote copy** for imaginative transit and environmental multimedia campaigns that included TV, radio, outdoor, digital, signage, print
- **Developed detailed proposals** to gain new business in public and private sectors as company grew annual revenue to over \$5 million

- **Won multiple industry awards** including ADDYs (Houston) and grand prize from AdWheel

Freelance

Marketing & Development Consultant

March 2010 to present

I partner with nonprofits and the agencies that support them to create content that connects with current and potential supporters. Clients have included Monterey Bay Aquarium, Catastrophic Theatre, Mohr Creative, Carrithers Studio and The Smith Group.

- **Develop donor and membership communications**, from website and social media copy to program reports and direct mail to proposals and progressive annual communications
- **Tell engaging stories** through video scripts and magazine profiles
- **Edit, proofread and lay out** case studies and reports for education consultant

HoustonPBS (Association for Public Broadcasting)
Director of Development Services

Houston, TX
January 2008 to June 2011

I was recruited to create a grants function and increase foundation support, joining two former team members from the Alley Theatre. HoustonPBS was America's first public television station and a big part of my life, from *Sesame Street* to *NOVA* to *The French Chef*.

- **Increased annual foundation support** 32% my first year, from \$731,000 to \$965,000
- **Streamlined and updated processes** that had been split among different departments for decades
- **Stewarded relationships** with donors, foundation representatives and board members, including hosting site visits, writing testimonial spots and supporting special events

Alley Theatre
Director of Foundation & Government Relations

Houston, TX
July 2004 to January 2008

I was hired on a 9-month contract to manage the conclusion of a capital campaign, then the company offered me the grant writer position. Alley Theatre is a Tony Award-winning regional theater that produces 500 performances annually. As a playwright, I enjoyed being immersed in theatre every day and surrounded by creative souls.

- **Increased support** from foundation and government donors by 45%, from \$1.1 million to \$1.6 million annually
- **Secured new sources of funding**, including education grants from the National Endowment for the Arts and Theatre Communications Group
- **Wrote case statement** for a new \$55 million capital campaign and created donor research function to identify potential foundation, corporate and individual prospects
- **Completed special projects for marketing department** such as proofreading *Playbill* for each production and writing content for *Audience* newsletter

EDUCATION

Bachelor of Arts, Creative Writing
Minor in Communications
University of Houston (Houston, TX)
Cum Laude