

# CRYSTAL JACKSON

tenacious creative

## NO FRONTIER IS FINAL

Whether I'm crafting a keynote speech for a CEO, web copy for a resort hotel, an ad for a health insurer, TV spots for a public transit campaign or the concept for a new brand, I always search for a fresh way to tell the story. If the first audience (the one in my head) is nodding off or checking their phones, I know there's more work to do.

## ATTRIBUTES

- » Fresh-thinking writer with two decades of professional writing experience
- » Intuitive, collaborative creative team lead who knows when to get out of the way
- » Enthusiastic human being trying to strike a balance between gravitas and mirth
- » Diplomatic team player who's resilient and calm under pressure
- » Results-oriented, deadline-meeting, problem-solving welcomer of change
- » Also: storytelling, branding, research, strategy, project management, editing, proofreading, cross-departmental collaboration, MS Office, Wordpress, Basecamp, Adobe CC

## EDUCATION

Bachelor of Arts, Creative Writing  
University of Houston, *Cum Laude*

## CONTACT / PORTFOLIO

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## EXPERIENCE

2017 to present

Creative Director

HMA | Intelligent Marketing (Monterey, CA)

HMA offers data-driven marketing solutions to the luxury hospitality industry. I lead the creative team in developing engaging and effective brand stories, sales collateral and marketing campaigns, from print to digital.

Clients: Benchmark Hospitality, Noble House

- Motivator and nurturer
- Silo buster and process refiner
- New business developer

2011 to 2017

Senior Copywriter

Langrand (Houston, TX and remote)

Langrand is a marketing and branding agency.

I was the lone full-time copywriter as the company expanded from 5 to 30+ employees.

Clients: Anthem, Blue Cross Blue Shield, Mercer, Prologis, Houston ISD, METRORail

- Won multiple Houston ADDY awards and grand prize from AdWheel Chicago
- Found ways to make health insurance human

2008 to 2011

Director, Development Services

HoustonPBS/KUHT-TV (Houston, TX)

KUHT was the country's first public television station. I created a grants department and streamlined processes that had been split among multiple departments for decades.

- Increased foundation support by 32% my first year (\$731,000 to \$965,000)

2004 to 2008

Dir. Foundation & Government Relations  
Alley Theatre (Houston, TX)

Alley Theatre is a Tony Award-winning regional theatre. I was hired on contract to close out a capital campaign, then they offered me the grant writing position.

- Increased foundation support by 45% (\$1.1 million to \$1.6 million annually)