

jessika  
DAVIDSON

I'm a communications strategist who loves working with people, products & platforms that **elevate and transform communities.**



# *Hello, I'm Jessika.*

Throughout my career, I've combined my passion for community with purpose, executing traditional and digital brand and communications strategy for socially conscious brands and nonprofits.

---

As a leader, I develop and lead the implementation of effective strategy and ensure that messaging draws audiences toward meaningful causes and their work.





# Leadership Competencies

brand strategy and development

social media management

Design support

Event and program planning and support

Content development

Fundraising campaign support

Personal/Executive brand strategy and coaching

Media training

Communications strategy workshops

*your  
creative  
strategy  
leader*

# Previous consulting Clients



MARCH FOR SCIENCE



ONE BREATH  
PARTNERSHIP



MID-AMERICA ARTS ALLIANCE



HOUSTON  
FREEDMEN'S  
TOWN  
CONSERVANCY



HINES CENTER





# In House Employment



# Project — Gallery

*Here are some of the social impact and nonprofit partners I've worked with over the last ten years*



# COMMUNITY ENGAGEMENT GENHTX

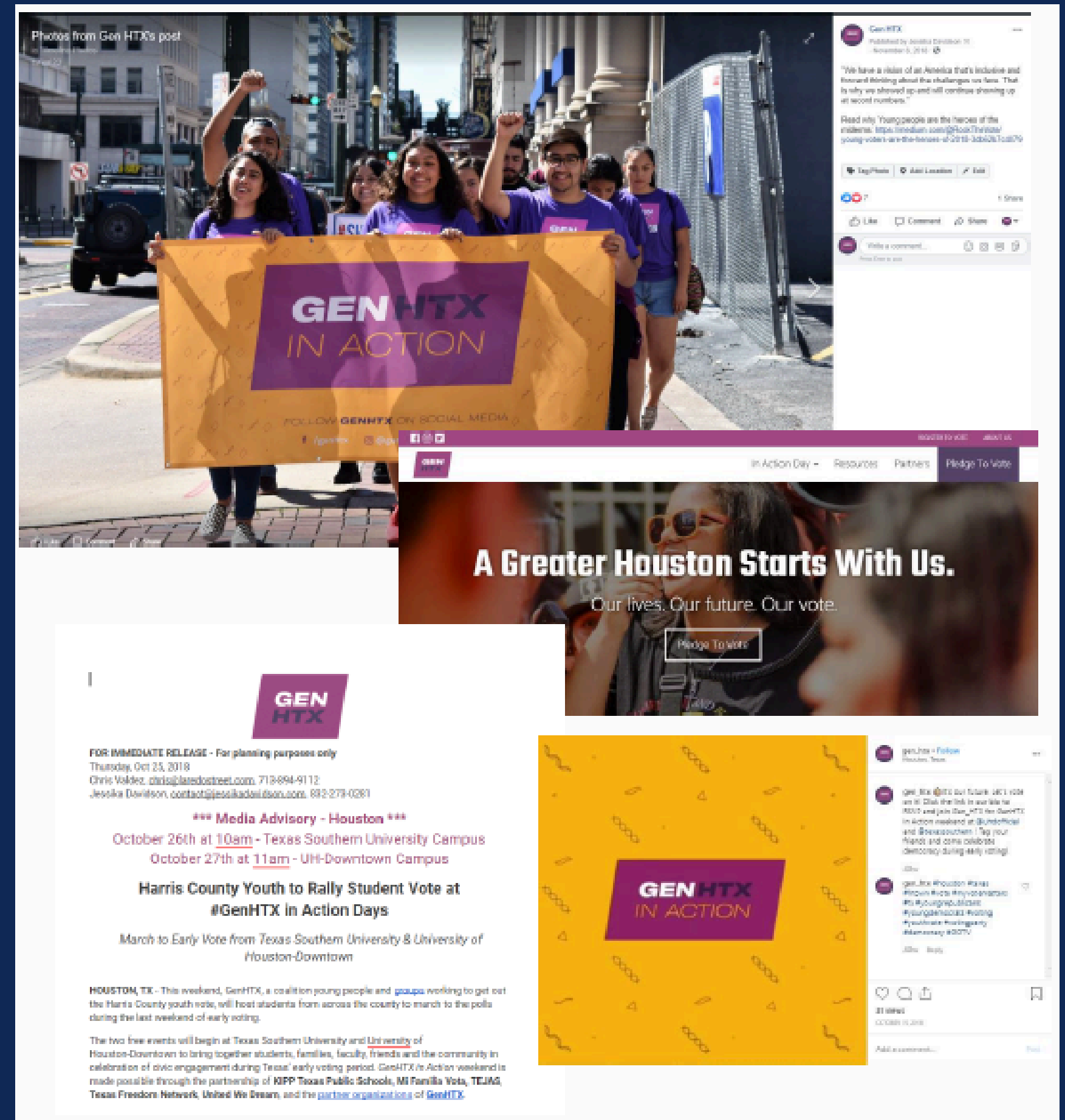
In 2018, I was hired by Harris County to lead digital communications for a new youth civic engagement initiative through Harris County.

I was responsible for developing the campaign name, GenHTX, wrote website copy, developing the website, developed communications toolkit and manages day-to-day social media management and engagement.

I also served as event comms lead, capturing and editing video, preparing graphics for social media and managing social media during live events including one large scale voter registration event.

This work resulted in:

- 3 press mentions in local media
- 2 area partnerships with local media
- over 80 first time voters participating in a GOTV event
- 96% of first time voters were from communities of color

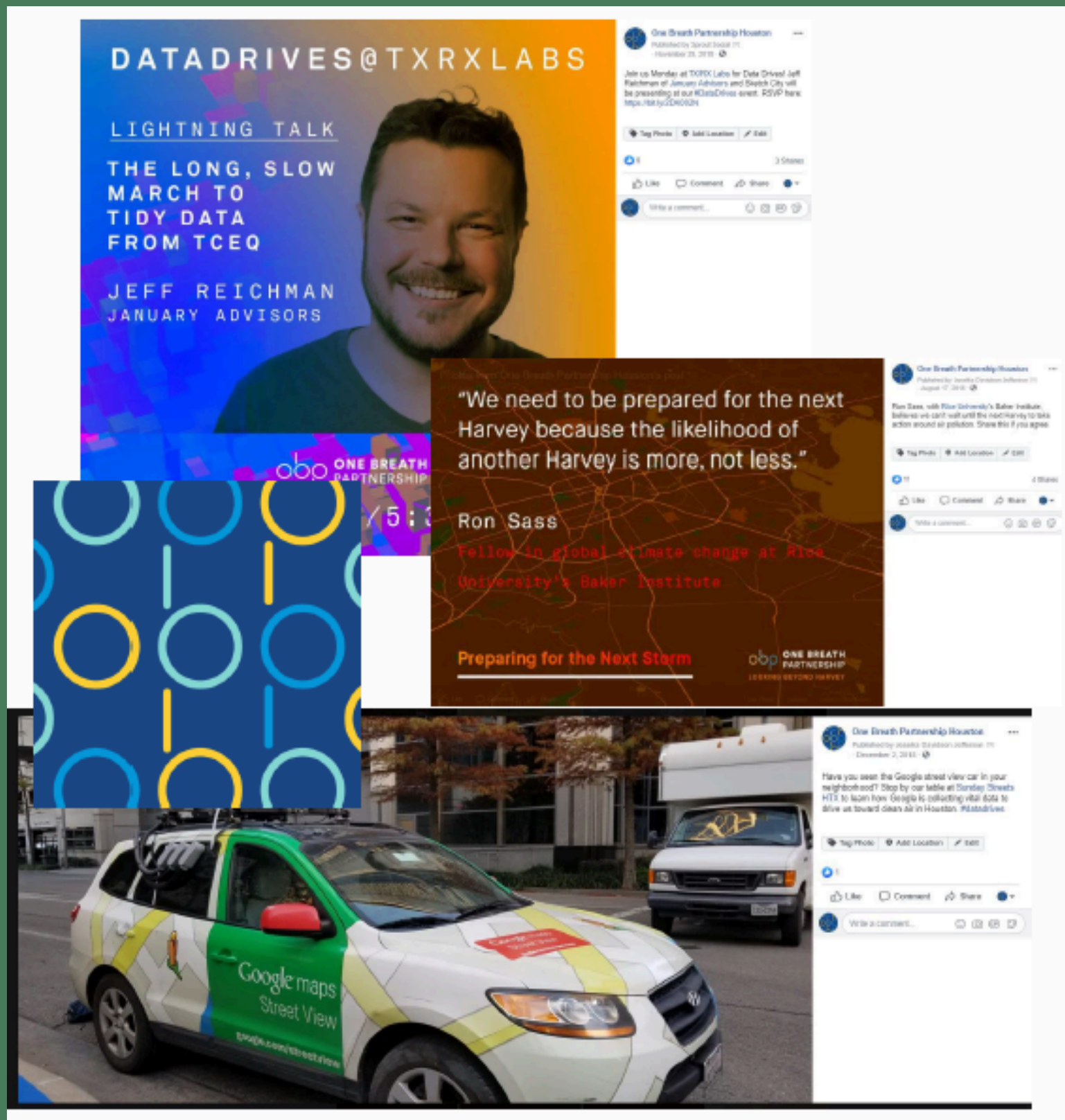


# ENVIRONMENTAL ADVOCACY

## ONE BREATH PARTNERSHIP

I was hired to lead the social strategy for a city clean air initiative headed by the Houston Endowment, Rice University and the Environmental Defense Fund. This included the development of two campaigns focused around clean air solutions, #DataDrives and #CleanUpTCEQ.

#DataDrives discussed integrating tech as an advocacy solution--during the 8 week campaign, we hosted events in tech/maker spaces, hosted a hack-a-thon, participated in local festivals and made space for marginalized communities to share the impact of air pollution on their communities.





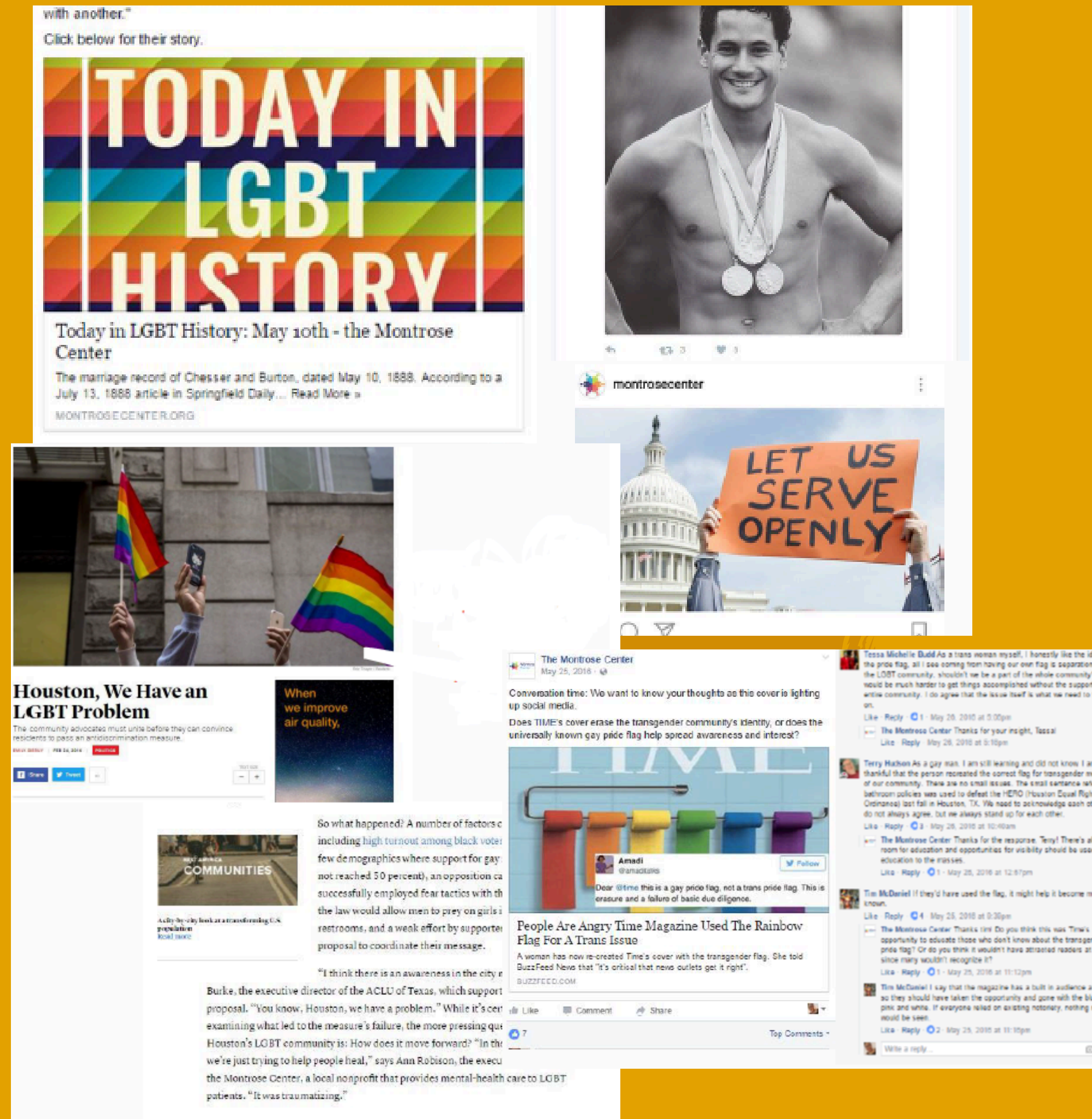
# CRISIS COMMUNICATION

## MONTROSE CENTER DIGITAL MARKETING, AND RESPONSE TO PULSE ORLANDO

In 2016, I was tasked with managing the online reputation of Houston's LGBTQ center after the HERO ordinance failed and during the tragic PULSE orlando shooting.

This work resulted in:

- Secured over 200K of earned media for the organization in less than 6 months. Featured in the Atlantic, Texas Observer, Houston Press, Houstonia, KPRC-2, KTRK-13, KHOU 11 and other outlets.
- Organized press conference between various religious organizations, Interfaith Ministries for Greater Houston, CAIR-Houston and the Montrose Center.
- Increased the Montrose Center's Facebook audience by 24%, Twitter audience by 13% and Instagram audience by 120% in less than 6 months.





# SCIENCE ADVOCACY MARCH FOR SCIENCE

In 2017, I was hired by the March for Science, the world's largest science advocacy organization as their first Director of Social Media and Engagement. After 7 months on the team, my role was reclassified as Director of Communications. My main priority was to develop and implement over-arching campaigns, strategies and tactics to build power, win change, educate and/or change the public narrative.

This work resulted in:

- Over 50 press mentions of the March for Science from Jan 2017 to April 2018.
- I was invited by Facebook to participate in their invitation-only Community Partnership Leadership Program, a 6-month digital community program hosted by Facebook HQ and 270 strategies for online community leaders.
- Building relationships with over 600 satellite chapters across the world; amplifying their efforts on social media and providing leadership/training on organization messaging and media relations with chapter leads.
- I co-authored "Conversations about Science Advocacy: A March for Science Perspective" in the Annals of the Entomological Society of America journal in 2019.





# THE ARTS

## HURSTON/WRIGHT FOUNDATION FOR BLACK WRITERS

In celebration of the foundation's upcoming 30th anniversary, I was hired to train interns and communications staff on social media engagement best practices as well as design a suite of new social media branding templates for staff use, develop the organization's FIRST end of year fundraising campaign, manage the email newsletter and develop 30th anniversary messaging.

This work resulted in:

- A new modern look that was more attractive to external audiences
- Clear copy with a clear call to action to join them at their upcoming events, including virtual workshops
- An increase in partner organizations cross promoting their content across their channels, including a partnership with ESPN'S the Undeclared for the 2020 Crossover Awards
- In 2021, increased brand recognition led to a 35,000 grant from Bumble, a national networking app
- Over \$40,000 from new donors in the year 2020.
- A 350% increase in audience across Hurston/Wrights three social media channels



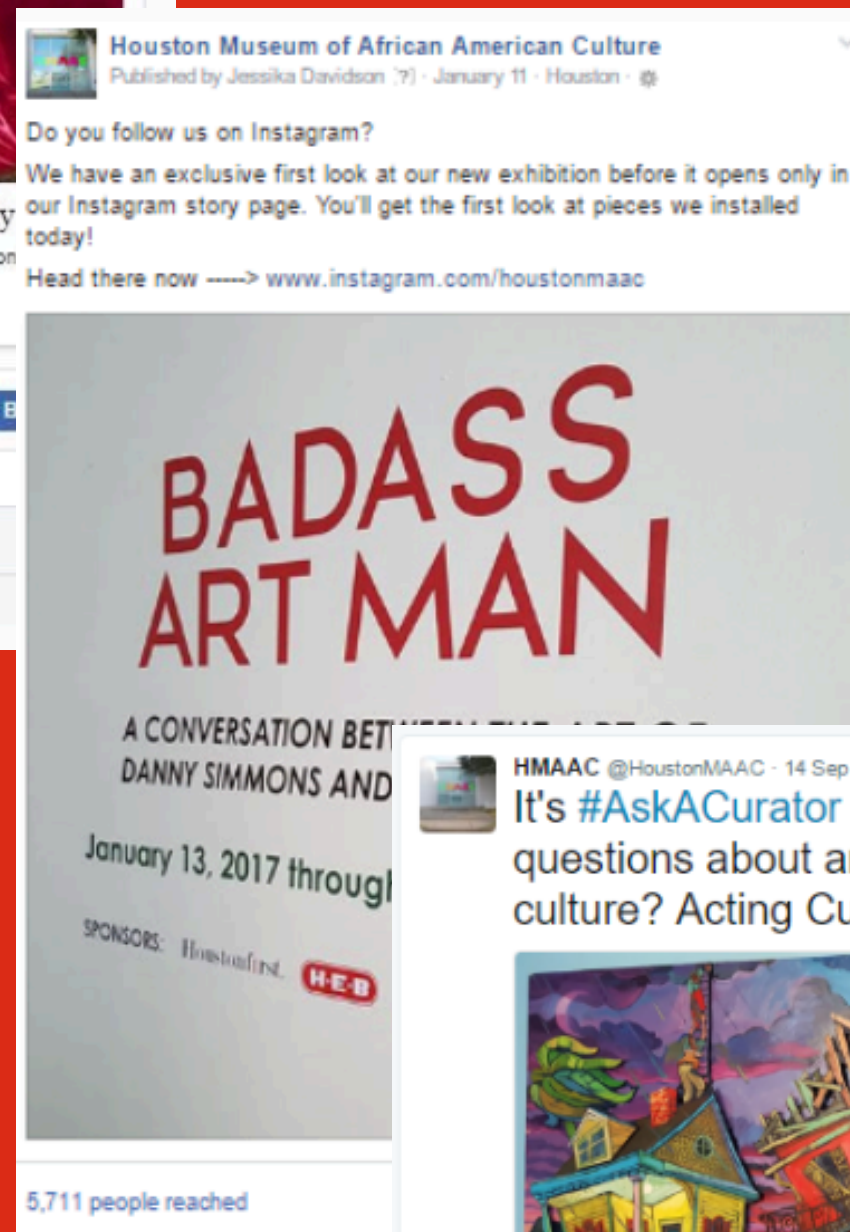


# THE HOUSTON MUSEUM OF AFRICAN AMERICAN CULTURE

At the Houston Museum of African American Culture, I had the privilege of ideating, facilitating, and hosting over 40 socially relevant museum public programming and events. In addition, I developed the organization's first digital strategy, bolstering the museum's attendance and visibility garnering new patronage in the thousands. Under my leadership, the museum actively re-imagined the social landscape for Black Americans and mobilized communities of color through event activation, social media and education.

Highlights of this work include:

- Increased email open rates by 9% through advanced targeting and subject line testing within 6 weeks of implementing digital strategy.
- Developed 2017 HMAAC Spring Lecture Series and coordinated to have Luvvie Ajayi as the keynote speaker; the event grossed over \$15,000, the most successful program/event for the museum in its history.
- Lead design for new hmaac.org website after their website was offline for 13 months. New streamlined design of website lead to a 43% increase in tour requests and a 27% increase in event rental requests.





# JACK HADLEY BLACK HISTORY MUSEUM

## AUDIENCE ENGAGEMENT STRATEGY + MARKETING WORKSHOP

In August of 2019, I was hired as a consultant to provide strategic and practical advice to boost a local Black History Museum's marketing efforts in Thomasville, GA. In addition to developing a marketing strategy for the museum, I was hired to fly to Thomasville and lead a marketing workshop for their staff, interns, volunteers and board. In 2020, I was hired for a second phase of the work which includes raising funds to remodel the Imperial Hotel, a local greenbook site, and develop a marketing plan for the hotel's grand opening.

### Responsibilities included:

- Leading the strategy of many departments within the Museum: marketing, communications, press relations, digital and social media, and editorial and graphic design. As a consultant, I demonstrated a nuanced understanding of the Museum's mission and core activities and an ability to engage both key constituencies and new audiences.
- Developing several graphic design templates for the museum to use cohesively across communications channels
- Making recommendations for their website redesign to optimize visitors experience

This effort resulted in the museum seeing significant increases and engagement and traffic within a month of our marketing workshop.





# MID AMERICA ARTS ALLIANCE



## UPCOMING ENGAGE + CACHE WORKSHOP: READY FOR REOPENING: NAVIGATING MESSAGING AND MARKETING IN A HYBRID WORLD

with Jessika Davidson

MAY 20, 2021  
1:00 p.m. – 2:30 p.m. CDT  
VIA ZOOM



NAME

Margaret Koch

EMAIL

Margaret.Koch@thestoryoftexas.com

MESSAGE

Jessika,  
Just wanted to say thank you for an excellent session, Messaging the Moment, with MAAA. Very appreciative of all your work and efforts to inform, improve and make our communities stronger. Margaret Koch, Director, Bullock Texas State History Museum

## MARKETING WORKSHOPS

Since 2020, I've worked with Mid America Arts Alliance, a regional arts alliance and granting organization that serves hundreds of arts organizations in 6 states to deliver quarterly marketing and social media workshops for small to mid sized arts and cultural organizations. These workshops focus on best practices small teams or marketing departments of one can implement to amplify their mission, increase overall brand awareness and successfully fundraise through online channels.

### CHECK YOUR LANGUAGE

You need a style guide.

- The B in Black is capitalized
- Latinx is gender neutral and widely used.
- BIPOC or POC
- At the same time, note: "person of color" and "Black" are not synonymous. Also, "person of color" and "immigrant" are not synonymous.
- Using "minority" implies inferior social position and is often relative to geographic location. When needed, the use of marginalized is more appropriate.
- Avoid generalizations based in race or ethnicity, including common expressions with a history rooted in oppression.



[Click to watch the messaging the moment workshop on Youtube](#)



Reach out if you  
want to create  
*impactful work*  
together.



WEBSITE

*[www.jessikadavidson.com](http://www.jessikadavidson.com)*

---



EMAIL

*[contact@jessikadavidson.com](mailto:contact@jessikadavidson.com)*

---



PHONE

*832.273.0281*