

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



I support brands that make an impact.

Through my work, I combine my passion for community with purpose, executing traditional and digital brand strategy for socially conscious brands and nonprofits.

I support organizations by developing and leading the implementation of effective strategy and ensure that messaging draws audiences toward meaningful causes and their events or programs.



Clients+ Work Projects



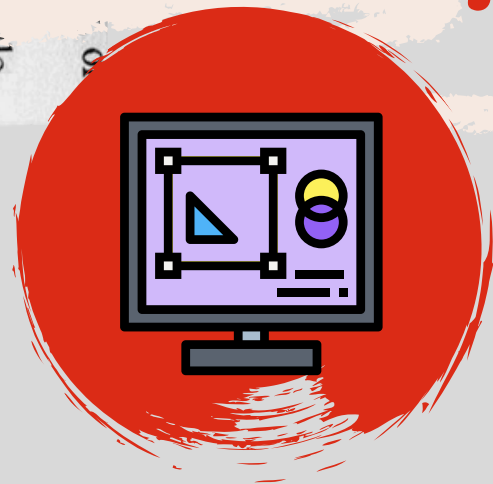
MARCH FOR SCIENCE



MID-AMERICA ARTS ALLIANCE



CORE SERVICES



Creative Direction and
Graphic Design



Digital/Social Media
Fundraising



Marketing Workshops
And Digital Training
retreats



Storytelling (traditional and
social media)



Event Planning



Online and IRL
Community Building

Client Work

COMMUNITY ENGAGEMENT PROJECTS

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

Photos from Gen HTX's post

GenHTX
Published by Jessica Davidson on November 9, 2018

"We have a vision of an America that's inclusive and forward thinking about the challenges we face. That is why we showed up and will continue showing up at record numbers."

Read why young people are the heroes of the system. <https://medium.com/@GenHTX/young-voters-are-the-heroes-of-2018-3d6261c0d790>

Tag Photo Add Location Edit

Like Comment Share

Write a comment...

in Action Day Resources Partners Pledge To Vote

A Greater Houston Starts With Us.
Our lives. Our future. Our vote.
Pledge To Vote

GEN HTX

FOR IMMEDIATE RELEASE - For planning purposes only
Thursday, Oct 25, 2018
Chris Valdez, chris@laredostreet.com, 713-894-9112
Jessica Davidson, contact@jessikadavidson.com, 832-273-0281

*** Media Advisory - Houston ***

October 26th at 10am - Texas Southern University Campus
October 27th at 11am - UH-Downtown Campus

Harris County Youth to Rally Student Vote at #GenHTX in Action Days

March to Early Vote from Texas Southern University & University of Houston-Downtown

HOUSTON, TX - This weekend, GenHTX, a coalition young people and groups working to get out the Harris County youth vote, will host students from across the county to march to the polls during the last weekend of early voting.

The two free events will begin at Texas Southern University and University of Houston-Downtown to bring together students, families, faculty, friends and the community in celebration of civic engagement during Texas' early voting period. GenHTX in Action weekend is made possible through the partnership of KIPP Texas Public Schools, MI Familia Vota, TEJAS, Texas Freedom Network, United We Dream, and the partner organizations of GenHTX.

genHTX Houston, Texas

gen HTX @HTX on Twitter: Let's vote on 10! Click the link in our bio to RSVP and join the #GenHTX in Action weekend at @texasouthern and @texasouthern | Tag your friends and come celebrate democracy during early voting!

gen HTX Houston Texas #GenHTX #Vote #EarlyVoting #YoungPeople #Vote #Houston #GOTV

31 views
OCTOBER 16, 2018

Add a comment...

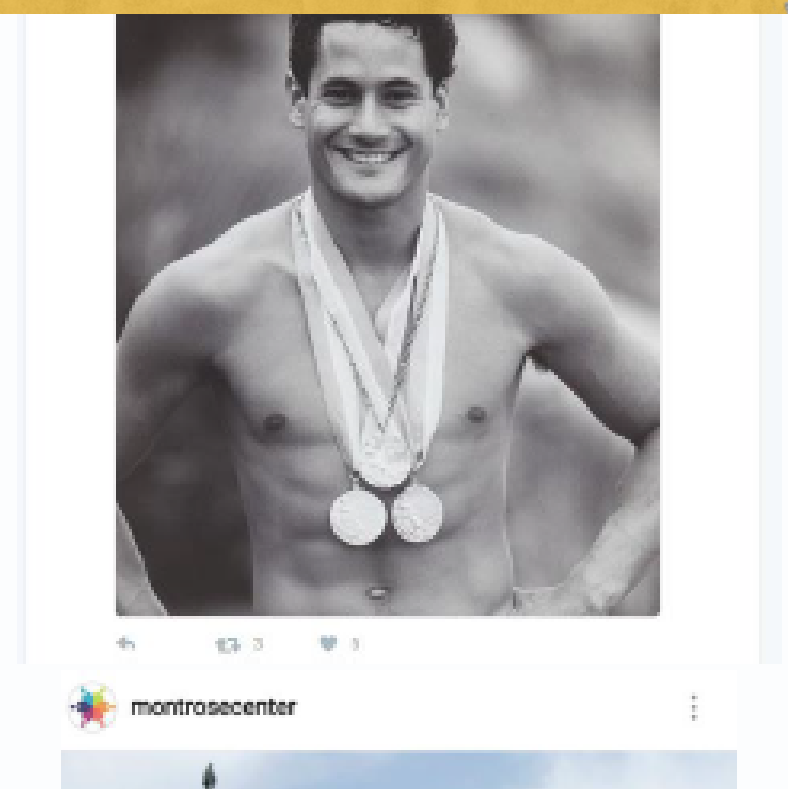
CRISIS COMMUNICATION

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.

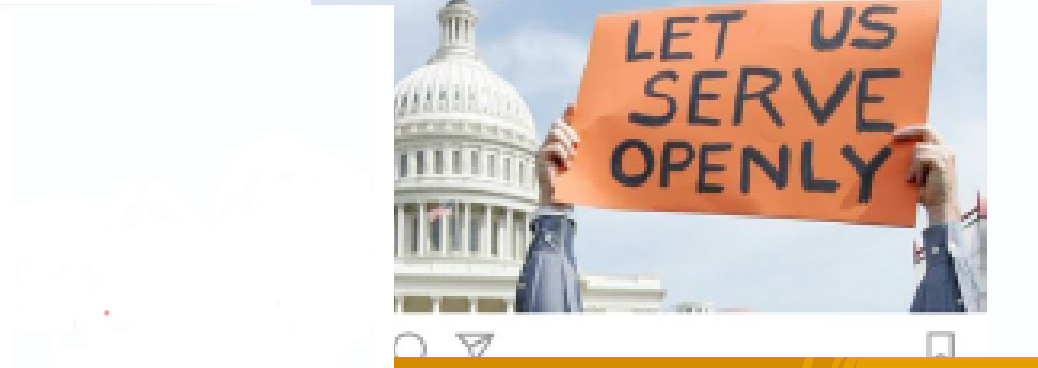
This work resulted in:

- 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.



So what happened? A number of factors including high turnout among black voters (few demographics where support for gay not reached 50 percent), an opposition successfully employed fear tactics with the law would allow men to prey on girls in restrooms, and a weak effort by supporters proposal to coordinate their message.

"I think there is an awareness in the city and Burke, the executive director of the ACLU of Texas, which support proposal. "You know, Houston, we have a problem." While it's certainly examining what led to the measure's failure, the more pressing question for the Houston's LGBT community is: How does it move forward? "In the end, we're just trying to help people heal," says Ann Robison, the executive director of the Montrose Center, a local nonprofit that provides mental-health care to LGBT patients. "It was traumatizing."



The Montrose Center

Conversation time: We want to know your thoughts as this cover is lighting up social media.

Does TIME's cover erase the transgender community's identity, or does the universally known gay pride flag help spread awareness and interest?

People Are Angry Time Magazine Used The Rainbow Flag For A Trans Issue

A woman has now re-created Time's cover with the transgender flag. She told BuzzFeed News that "it's critical that news outlets get it right".

Dear @time this is a gay pride flag, not a trans pride flag. This is erasure and a failure of basic due diligence.

Like Comment Share

...nk, close by, or
...way.
...ey Longville.
...d car park (GR
...ith map, "GP"
...me of these and
...hen ascend the
...you meet a sign
...ead, half right,
...to (in quick
...tpath and over
...nt; do not cross



...ridge. There is
...southern bank
...ve been workin

Tessa Michelle Bull As a trans woman myself, I honestly like the idea of the pride flag, all I see coming from having our own flag is separation from the LGBT community, shouldn't we be a part of the whole community? It would be much harder to get things accomplished without the support of the whole community. I do agree that the issue itself is what we need to focus on.

Like Reply 1 May 25, 2016 at 5:30pm

The Montrose Center Thanks for your insight, Tessa! Like Reply May 25, 2016 at 5:10pm

Terry Nathan As a gay man, I am still learning and did not know I am thankful that the person recreated the correct flag for transgender members of our community. There are no small issues. The great sentence in the bathroom policies was used to defeat the HERO (Houston Equal Rights Ordinance) last fall in Houston, TX. We need to acknowledge each other, do not always agree, but we always stand up for each other.

Like Reply 2 May 25, 2016 at 10:40am

The Montrose Center Thanks for the response, Terry! There's always room for education and opportunities for visibility should be used to educate the masses.

Like Reply 1 May 25, 2016 at 12:57pm

Tim McDaniel If they'd have used the flag, it might help it become more known.

Like Reply 4 May 25, 2016 at 9:30pm

The Montrose Center Thanks Tim! Do you think this was "Time's opportunity to educate those who don't know about the transgender pride flag?" Or do you think it wouldn't have attracted readers at all since many wouldn't recognize it?

Like Reply 1 May 25, 2016 at 11:12pm

Tim McDaniel I say that the magazine has a built in audience and so they should have taken the opportunity and gone with the blue, pink and white. If everyone relied on existing notoriety, nothing new would be seen.

Like Reply 2 May 25, 2016 at 11:10pm

Write a reply

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 150 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.



On [#NationalComingOutDay](#), let's discuss ways to make the field more inclusive for those in the LGBTQ+ community.



Is STEM leaving the LGBT community behind?

During Pride Month, LGBT scientists at Boston University share their experiences working in STEM and their take on the field's diversity.
bu.edu

11:46 AM - 11 Oct 2017

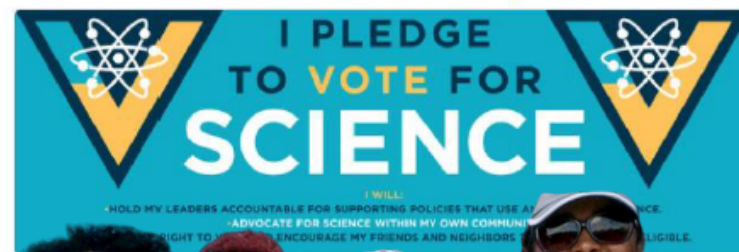


We marched and now the movement continues.

Today, on [#WorldScienceDay](#), join us in advocating for evidence-based policy solutions and pledge to hold our elected officials accountable.

It's time to [#VoteForScience!](#)

Join the pledge: sciencevote.org



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/Wright's 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.

- Increased email open rates by 9% through advanced targeting and subject line testing within 6 weeks of implementing digital strategy.
- Launched biannual new social series "Eat Drink Art" that has brought in over \$4,000 profit in sales.
- 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.



Houston Museum of African American Culture
Published by Jessica Davidson [?] · February 1 · 🌐

Did you notice today's Google Doodle? To kick off #BlackHistoryMonth, they featured sculptor Edmonia Lewis, the first female African American sculptor to achieve international acclaim at a time when slavery was legal.



EDMONIA LEWIS
MISSISSAUGA OJIBWE
SCULPTOR
1844-1911

Edmonia Lewis: Why Google celebrates her today
She was the first female African American sculptor to achieve international acclaim at a time when slavery was legal.
ALJAZEERA.COM

3,211 people reached

Like Comment Share

PJae Boveland, Lanetta Camile Dickens and 101 others

46 shares



Houston Museum of African American Culture
Published by Jessica Davidson [?] · January 11 · Houston · 🌐

Do you follow us on Instagram?

We have an exclusive first look at our new exhibition before it opens only in our Instagram story page. You'll get the first look at pieces we installed today!

Head there now ----> www.instagram.com/houstonmaac



**BADASS
ART MAN**

A CONVERSATION BETWEEN
DANNY SIMMONS AND
January 13, 2017 through
SPONSORS: HoustonFirst. HEB

5,711 people reached



HMAAC @HoustonMAAC · 14 Sep 2016

It's #AskACurator Day! Have any questions about art, HMAAC, community or culture? Acting Curator Dominic is here!



Restoring P.R.I.D.E.

2 7 10

Houston's Museum of African American Culture has been around since 2012 and been active on social media since early 2013. One thing I didn't see on their social platforms was curated content that spanned arts and culture. There was also no informative aspect of the museum's work online. I wrote the current digital strategy in late 2016 and slowly began introducing 3rd party and educational arts and culture content to HMAAC's social media platforms. This included daily black history, conversations about art exhibited in the museum, and timely discussions on culture. This resulted in a 27% growth in Facebook audience and a 54% growth in Instagram audience in less than 6 months.

I developed a digital strategy that focused on crafting unique museum experiences online to complement their experiences in the museum or make them desire to visit the museum.

GOALS: HMAAC's audiences will have digital experiences that:

- increase their enjoyment and understanding of art provoke their thoughts and invite them to participate
- provide them with easy access to information
- entice them to explore deeper content
- encourage them to purchase products, join memberships/sponsors, donate to HMAAC
- present an elegant and functional web presence and interface whatever their device take place on the platforms and websites they use (digital mags, social, etc.)

DELIVERABLES: To achieve this, HMAAC will take an approach that is audience-centered and insight-driven constantly evaluated and enhanced, well designed and architected, distributed across multiple platforms, open and sharable, sustainable and scalable



34 likes

houstonmaac What's your motivation today?

In our Big Thoughts room, we find that extra boost of motivation from the hundreds of visitors sharing their culture and experience with us. The questions asked have sparked conversation and created a visual tapestry of the black

♡ Add a comment...

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 in 2023:

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, Jessika 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.



JACK HADLEY
BLACK HISTORY
•Museum•

2020 Newsletter

<p>1/6 MEETING WITH DINA BAILEY AND JESSIKA DAVIDSON</p> <p>The Museum hosted museum consultants Dina Bailey and Jessika Davidson, to help with best practices for marketing and communication strategies for the Museum. They presented their findings along with recommendations to staff and board members. Through listening sessions and training for museum staff, the museum has experienced unprecedented growth for our Social Media Presence.</p>	<p>Facebook Follows: Jan 2019 - Dec 2019 : 163 New Jan 2020 - Feb 2020 : 268 New</p> <p>Facebook Reactions, Engagement : All of 2019: 59, 928 Jan 2020 to Feb 2020 : 99,632</p> <p>Facebook Likes : All of 2019 : 164 New Jan 2020 - Feb 2020 : 317 New</p>
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MID AMERICA ARTS ALLIANCE

Engage

FUNDRAISING USING SOCIAL MEDIA
WITH JESSIKA DAVIDSON

MARCH 5, 2020
10AM-12PM
DELUXE THEATER | 3303 LYONS AVE
HOUSTON, TX 77020

*PARKING LOCATED IN THE
REAR OF THE BUILDING



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



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.

NAME

Margaret Koch

EMAIL

Margaret.Koch@thestoryoftexas.com

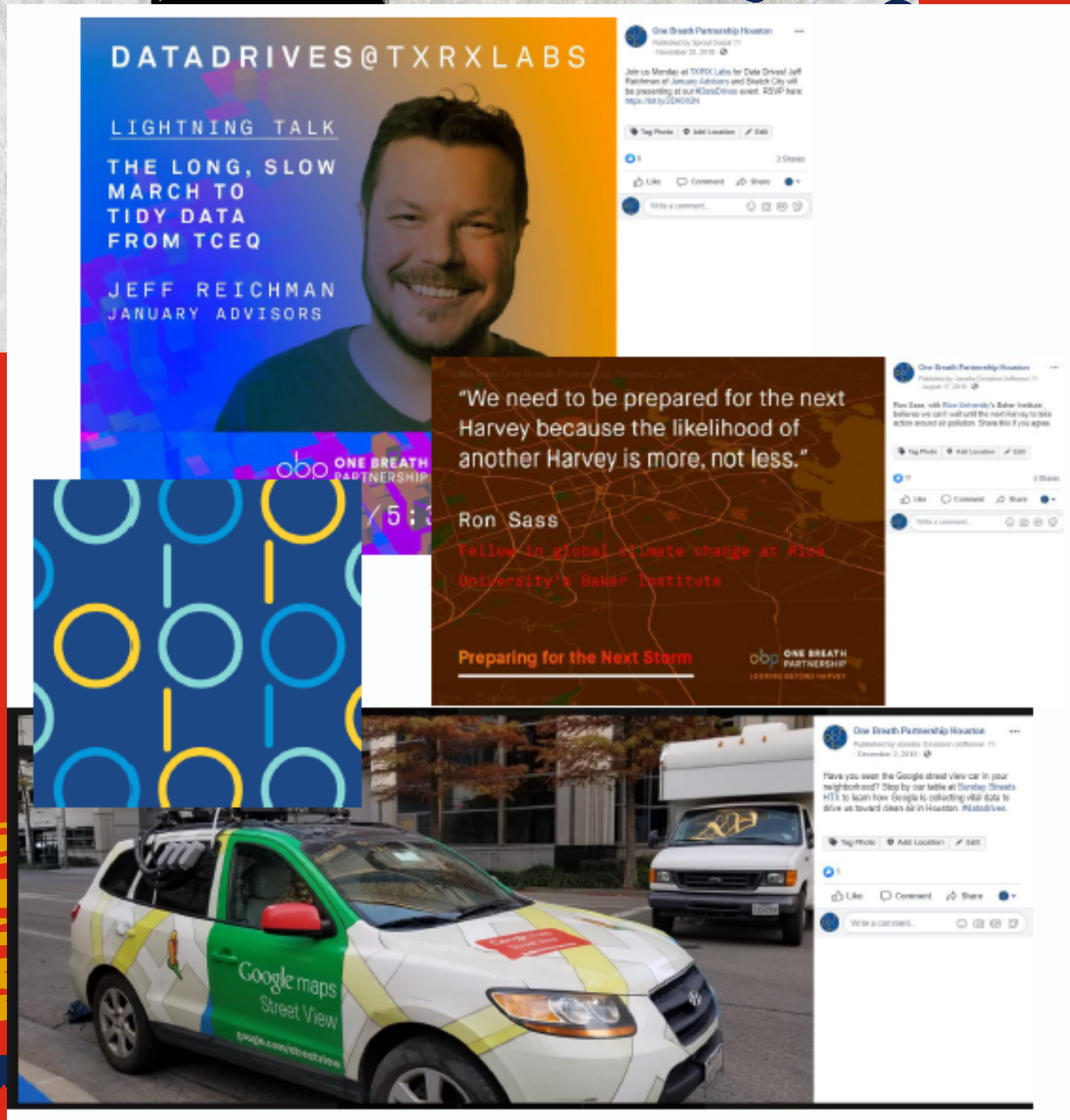
MESSAGE

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

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.



FITNESS/WELLNESS

Orange Theory Fitness- 7 Houston Area Locations

In April 2017, a local agency subcontracted my skills to manage the social pages for 7 local Orangetheory fitness studios spanning from the Town and Country area to the Webster area. I developed weekly strategy, created graphics, ran weekly and monthly measurement reports and meet internally with the agency and Orangetheory Fitness' owners. The owners were focused on building an engaging online community. The strategy was simple; integrate the current studio events with conversation builders that allow the audience to participate. Also, I determined that stock photos were not the most engaging visuals as we wanted our visuals to represent the demographics of the studio members. I spent time in the studio capturing real members and getting to learn the OTF culture.

Influencer Management

I also worked with brand ambassadors, influencers and local media outlets to strategize the best ways to tell the Orangetheory Fitness stories in a way that engages their audiences.

Orangetheory Fitness Houston-Sawyer Heights shared ABC13 Houston's video. Published by Integrate Agency [?] · May 5 ·

Want to know what makeup is fierce enough to last through an Orangetheory workout? ABC13-Patricia Lopez found out which brands can take the heat. Check it out!

60,032 Views

ABC13 Houston May 2 · Like Page

Walgreens, Mac or Wet and Wild? The makeup is on and ABC13-Patricia Lopez finds out which brand survives a grueling one-hour workout. <http://abc13.com/1943714/>

713 people reached Boost Post

Orangetheory Fitness Houston Published by Jessika Davidson [?] · May 18 at 4:27pm ·

"I'm already feeling more challenged than I had working out solo for the past few months, and tracking my colors and zones keeps pushing me through the hour-long classes, making me want to beat my previous numbers and work even harder."

Thanks Jayme for the awesome review on your blog, The Blonde Side!

My First Orangetheory Fitness Class - The Blonde Side

I'm not afraid to admit that I've fallen off the fitness wagon recently. In large part to my recent knee surgery (November) and in large part (and full disclosure) because I've gotten lazy and continued...

THEBLONDESIDE.COM

985 people reached Boost Post

Orangetheory Fitness - Sugar Land Published by Sprout Social [?] · June 1 at 8:00am ·

It's Throwback Thursday - Were you a power walker, jogger or runner when you started? Where are you at now? Even if it's .1 better or a higher incline you're doing great!! Share your success in the comments!

1,083 people reached Brett Potesta, Lorie Cherry-Fowler and 7 others Top Comments

Like Comment Write a comment...

Brett Potesta, Lorie Cherry-Fowler

Melissa Carlock Nguyen When I walked in to OrangeTheory I called myself a 'runner'...but, nope I was a jogger. I can now run a 7-minute mile, 24-minute 5k, and ran a 1-hour 59-minute Half Marathon back in February. All thanks to OrangeTheory and its wonderful Coaches!! Like Reply Message · 2 · June 2 at 12:19pm

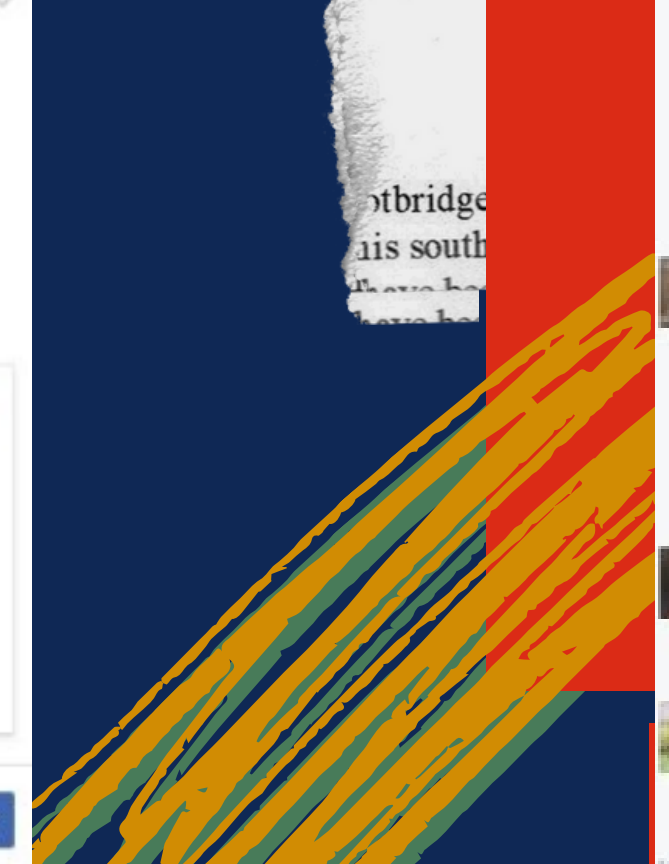
Orangetheory Fitness - Sugar Land That's amazing Melissa! We're glad we've helped improve your mile and race times! Like Reply · 1 · Commented on by Jessika Davidson [?] · June 2 at 12:34pm

Nita Workman could barely lift 8 lb weight throughout workout...now try to always push 20 lb. Sometimes have to go down to 15-12.5 but hey not giving up! Like Reply Message · 3 · June 1 at 7:14pm

Orangetheory Fitness - Sugar Land Thanks for sharing Nita- Don't give up! We'll be there to support you every step of your fitness journey! Like Reply · Commented on by Jessika Davidson [?] · June 5 at 6:45am

Diana Collins I just started and began as a walker after a couple months I have gradually have moved up to jogger/runner. Even though I worked out before to aerobic workouts with cardio high impact with classes, it was not enough. Like Reply Message · 3 · June 1 at 11:48pm · Edited

Jennifer Ayres I started as a 3.5mph, 1% power walker when I joined in November 2014. I ran four half-marathons the first four months of this year, all right around 2h30m! Like Reply Message · 2 · June 1 at 7:37pm



Thank you!

Please don't hesitate to reach out at 832.273.0281 or contact@jessikadavidson.com

www.jessikadavidson.com