KRISTEN L. JACKSON

Organized, communication-driven employee with more than fifteen years of marketing, outreach and development experience.

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AUBURN UNIVERSITY, Institution of Higher Education

Program Administrator II, COSAM Outreach **4/2022-Present**
Program Coordinator (TES, part-time), COSAM Outreach **9/2019-4/2022**

- Assist with the development and execution of STEM outreach programs focused on students in grades K-12 which impact over 10,000 students, parents and volunteers annually.
- Develop marketing materials such as flyers, logos and reports.
- Manage hospitality functions at events reaching over 280 unique schools annually including soliciting for event sponsors.

Development Coordinator (TES, part-time), CFR & Major Gifts **Various 2010-2019**

- Identified and scheduled major-gift appointments, made travel arrangements, completed itineraries, cultivated relationships and provided stewardship for donors.
- Prepared agreements and proposals for major donors over $10,000.
- Created flyers, postcards, special graphics and presentations as needed.
- Managed the budget, paid invoices, updated the prospect management system and produced necessary reports on prospects and donors.

Communications and Marketing Specialist III, Development **4/2005-11/2010**

- Coordinated the production of all communication/media materials including newsletters, web content, brochures, press releases, advertisements, presentations, letters and event materials.
- Led all communications efforts for the "It Begins at Auburn" fundraising campaign which raised $609 million and served as a liason between central communications and marketing and development.
- Reviewed development communications across all constituencies and served as a resource for units with no/limited communications staff.
- Worked with faculty and development staff to craft proposals over $100,000, resulting in over $28,000,000 in funding.

TSYS, Credit Card Processing Company

Senior Marketing Specialist **7/2004-4/2005**

- Created marketing programs for the Value Added Products business line consisting of collateral, presentations and client communications.
- Analyzed sales records and industry sources to track trends, generating company reference materials including the annual market share report.
- Coordinated all aspects of request for proposals (RFPs).
- Served as an editor and aided in establishing a strategic direction for the marketing department.

TENSAR EARTH TECHNOLOGIES, Engineering and Manufacturing Company

Marketing and Communications Specialist **11/2000-5/2003**

- Coordinated over 30 tradeshows/year including management of advertising, budgets, promotions, direct mail, lead tracking and logistics.
- Developed advertising and direct mail campaigns, designed marketing collateral and supervised audio/visual creation for several product lines.
- Branded several products, directed web updates and managed marketing database which doubled in size in two years.

JACKSON ASSOCIATES, Leading marketing Research Firm

Project Supervisor **7/1999-11/2000**

- Advised clients on strategies to secure qualified focus group participation
- Supervised five to ten employees that identified and secured participants for professional marketing research studies

Terry College of Business, University of Georgia
Athens, GA • 2004
MBA, Concentrations in Marketing and Management

Goizueta Business School, Emory University
Atlanta, GA • 1999
BBA, Concentrations in Marketing and Management

SKILLS

Microsoft Office Suite (Excel, Word, PowerPoint and Outlook)

Adobe Creative Suite (InDesign, Photoshop, Illustrator and Acrobat)

Banner

CERTIFICATES AND AWARDS

2025 Lilly Lovelace Award

2020 Auburn University Graphic Design Certificate

2006 CASE Award for Excellence for External Tabloids and Newsletters

2006 CASE Award for Educational Projects

2005 First quarter Standing Tall for TSYS Award

2002 Tensar Outstanding Team Award (Marketing)