

Chris Jackson

Creative Communications Director

Creative Communications Director with 13 years of experience shaping corporate messaging, media campaigns, and brand storytelling. Skilled at leading communication strategies that strengthen reputation, increase visibility, and engage diverse audiences.

KEY SKILLS



- Corporate communications
- Executive messaging
- Media relations
- Stakeholder engagement
- Team leadership

EDUCATION



Bachelor of Arts in Public Relations

University of Georgia
May 2010

PROFESSIONAL EXPERIENCE



Creative Communications Director | Brightline Corp | Atlanta, GA,
April 2015 – Present

- Directed communication strategy across internal and external channels, increasing employee engagement by 25% and media visibility by 40%
- Partnered with PR teams to launch corporate social responsibility initiatives, improving brand perception by 18% in annual surveys
- Led creative development of executive presentations and investor materials, supporting \$100M in new funding

Communications Manager | Unity PR Agency | Atlanta, GA,
May 2010 – April 2015

- Managed messaging and media relations for corporate clients, resulting in a 22% increase in earned media placements
- Oversaw production of annual reports and press kits that improved client visibility with stakeholders and investors
- Introduced digital communication tools that reduced content delivery times by 15% across teams

CERTIFICATIONS



- Accredited in Public Relations (APR) | 2016
- Certified Communications Professional (CCP) | 2014