

# Sterling Jackson

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## SENIOR MARKETING DIRECTOR

**Marketing** with multi-region experience with a plethora of diverse Talent and Artists I have been fortunate to achieve exposure throughout North America for not only myself but for clients and firms. With Innovating marketing approaches I have been able to create spaces for artists in multiple genre to achieve their dreams of stardom.

Public Relations

**Social Media | Analytical Media | Persuasive writing | Effective Written & Verbal Communication | Public Speaking | CMS | Time Management | Creative Thinking | Market Research**

**LEADERSHIP**

**Budget Planning | Strategic Branding | Organization Development | Project Management | Account Management | Relationship Management | Optimistic Visionary | Adaptable Flexibility**

### KEY ACHIEVEMENTS:

- ✓ Recognized as top 2 interns during PR internship
- ✓ Oversaw the marketing, media relations and organizational structure for one of the largest community marches exceeding 5k+ in attendance
- ✓ Co-Founder of one of the largest community give back weekends, exceeding 10k in donations and sponsorships.
- ✓ Headlined NY Times newspaper
- ✓ Coordinated logistics for post Homecoming Step Show event grossing at \$23k
- ✓ Managed multiple accounts for several celebrity and notable individuals.

## CAREER QUALIFICATIONS

**Slanghouse Media, 2019-Current**

**A&R / Public Relations Director, Atlanta Ga**

- *Orchestrate records/sessions, maintain files for mix/master, recording budgets, book artist travel & studio time, handle artist show bookings and budget.*
- *Collaborate with external media agencies to discuss and deliver social media ad campaigns artists, including assistance with assets.*
- *Precise understanding of rapid market/music consumption changes and the effects on marketing plans for DSPs and social platforms.*
- *Research and provide feedback on new marketing opportunities in target markets, including events, sponsorships, ad support, and campaign amplification.*

**K. Daniel Talent Agency, 2018-2020**

**Publicist, Atlanta Ga**

- *Develop and deliver strategic marketing campaigns for assigned roster clients.*

- *Establish marketing and promotional strategies with internal and external teams*
- *Create essential marketing materials such as bios, epks, one-sheets, press releases, blog write-ups, tailored pitches, and more to give artists positive exposure to the public.*
- *Maintained organized content calendar with unique creative content using photos, GIFs, and video for social media purposes and repurpose existing content press releases.*

**Topps PR Firm, 2018-2019**

**PUBLIC RELATIONS INTERN**, Atlanta, Ga

- *Directed social media planning for the execution of marketing strategies for upcoming events.*
- *Sustained and increased social media and brand presence across Twitter, Facebook, and Instagram Platforms by 18 %.*
- *Sourced opportunities and generated ideas for media coverage for rostered clients*
- *Pitched and handle celebrity talent for red carpeted events, private events, screenings, and networking opportunities*

**SC Train Station LLC, 2015-2021**

**Co-Founder and Event Coordinator**, Columbia, SC

- *Full-scale 360 meeting & planning responsibilities include contract negotiations (event personnel, venues, staff), budget management, executive support, registration database administration, menu curating and coordinating all event logistics*
- *Optimized marketing automation and led development processes via email marketing, content, and social channels.*
- *Executed pre-planned strategies for media outlets, celebrity talent, and event guests, maintaining a steady operational flow during events.*
- *Collaborate with the creative team to allocate ideal designs (i.e.flyers, apparel, promotion/production, visuals, general marketing tools).*

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## EDUCATION

**WEBSTER UNIVERSITY, St. Louis, MO GPA: 3.0**  
M.A. Public Relations / Media Management (Fall 2021)

**UNIVERSITY OF SOUTH CAROLINA UPSTATE Spartanburg, SC**  
B.A. Criminology (May 2015)

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## PROFESSIONAL AND COMMUNITY AFFILIATIONS

- *Alpha Phi Alpha Fraternity, INC (AΦA)*
- *NAACP*