

Mattingly Jackson

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EDUCATION

Harding University, Searcy, AR | May 2024

- Bachelor of Science in Psychology

WORK EXPERIENCE

Marketing Generalist, United Regional Health Care System | July 2024 - Present

- Social Media Specialist, Photographer, and Videographer managing Facebook, Instagram, LinkedIn, and YouTube for a regional healthcare system
- Scaled annual content from 153 to 1,040+ posts, growing Facebook reach 708% (385K to 3.1M), engagement 660% (88.8K to 675K), and CTA clicks 1,194% (659 to 8,530)
- Grew page followers from 13.2K to 18.8K (+42%) and impressions from 38.2K to 1.61M (+4,117%) year-over-year through consistent, strategic content development
- Shifted external media sentiment from 14.5% negative to 0.3% negative and 21.4% positive to 53.8% positive via Meltwater monitoring and strategic communications
- Spearheaded the "Healthy You" campaign, coordinating physician interviews, authoring scripts, and reviewing video drafts for brand alignment
- Edited full podcast episodes into short-form social clips and coordinated guest scheduling for the Here to Serve podcast
- Served as Interim Public Information Officer (PIO), demonstrating cross-functional communication skills through press statements, crisis social media response, and public inquiries

Intern, Think Idea Studio | August 2023 - December 2023

- Leveraged writing skills to create compelling content to engage the audiences for clients.
- Produced visual content for clients' social media platforms, enhancing brand presence.
- Organized projects, contributing to the advancement of online marketing initiatives.

EXTRACURRICULARS

Freelance Photography | Spring 2021 - Present

- Photograph family portrait sessions and church events, including holiday portraits, headshots, and congregation gatherings
- Consult with clients to align on creative vision and session goals before the shoot
- Deliver polished, print-ready galleries via Pixieset and WeTransfer, retouching and color grading all images in Lightroom and Photoshop

Marketing Director, Phi Kappa Delta Social Club | August 2022 - December 2023

- Create and edit visually compelling content for social media channels
- Provide training and support to improve social media and marketing skills
- Inform potential members about club offerings to drive recruitment

SKILLS

Social Media Management, Content Calendar Development, Short-Form Video Editing, Performance Reporting, Sentiment Analysis, Adobe Creative Suite, Canva, Crisis Communications, Public Relations