

# JACKSON B. HICKS

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**PORTFOLIO:** [jacksonbhicks.com](http://jacksonbhicks.com)

## EXPERIENCE

### CREATIVE STRATEGIST [2023-PRESENT]

#### GREEN ORCHID CONSULTING

Serving as a creative executor for the firm's internal operations, ventures, and clients. Acting as Creative/Art Director for the firm's forthcoming branding services. Writing and managing communications via social media, email, and website updates.

### ART DIRECTOR INTERN [2022-2023]

#### BANDOLIER MEDIA

Created and executed concepts for digital ad campaigns. Directed video and photo shoots. Communicated consistently with agency's executives, creatives, and production teams to determine campaign strategy and messaging.

### WEB DESIGN AND BRANDING CONSULTING [2019-PRESENT]

#### INDEPENDENT

Consulting with small business owners to determine brand identity, value proposition, positioning, and marketing objectives. Creating marketing plans, copy/messaging, logos, websites, and other brand assets.

### COMMUNICATIONS INTERN [2019]

#### DUPAGE COUNTY ANIMAL SERVICES

Produced print materials, newsletters, and other communications. Developed social media strategy and created content. Consulted with leadership to upgrade digital media presence. Presented marketing strategy and proposed web development to county leadership. Participated in community outreach events.

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## EXTRACURRICULARS & ACTIVITIES

### CHI PHI FRATERNITY - EXECUTIVE COUNCIL [2021-2023]

Acted as a member of the executive board. Strategically re-branded and promoted a new chapter. Created marketing materials, digital media, photography, merchandise and streetwear. Participated in member recruitment and alumni affairs. Acted as Master of Ceremonies and host for social events. Currently serving as an alumni advisor to the chapter.

### UT AUSTIN ICE HOCKEY - GOALTENDER [2018-2020]

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## EDUCATION

### UNIVERSITY OF TEXAS AT AUSTIN [SPRING '23 | HONORS]

Stan Richards School of Advertising - Studies in graphic design, visual communications, integrated marketing, branding, writing, photography, interpersonal communication, behavior, research, and statistics.

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## PROFICIENCIES

### CONTENT MANAGEMENT & SOCIAL MEDIA

Hootsuite, Cloud Campaign, Instagram, Snapchat, X, Facebook, TikTok

### SOFTWARE

Adobe Suite (Photoshop, InDesign, Illustrator), Wix, Canva, Hubspot

### WRITING

Copywriting, Decks/Concepts, Scripts, Newsletters, Emails

## CONTACT

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