

RACHEL JACKSON'S DIGITAL MARKETING AND STRATEGIC COMMUNICATIONS PORTFOLIO

CAMPAIGN STRATEGY | DIGITAL MARKETING | CONTENT & VIDEO PRODUCTION | AUDIENCE GROWTH | PERFORMANCE ANALYTICS
CHICAGO, IL

ABOUT ME

I turn organizational priorities into strategic campaigns, digital content, and communications that grow audiences and advance organizational goals. My experience spans digital marketing, campaign development, social media strategy, video production, email marketing, and performance analysis. I connect strategy with execution, translating complex initiatives into accessible stories and measurable results.

STRATEGY → STORYTELLING → EXECUTION → MEASUREMENT

CORE SKILLS

STRATEGY

- Campaign Development
- Content Strategy
- Audience Growth
- Digital Strategy
- Brand Development

COMMUNICATIONS

- Strategic Communications
- Community Communications
- Political Communications
- Public Awareness Campaigns
- Message Development

EXECUTION

- Social Media Management
- Email Marketing
- Video Production
- Performance Reporting
- Analytics

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STRATEGIC COMMUNICATIONS, CAMPAIGNS & CONTENT

I translate organizational priorities into targeted campaigns, clear messaging, and coordinated digital content. My approach connects audience needs with communications objectives, creative execution, and measurable outcomes.

CORE SKILLS

- Audience & Campaign Strategy
- Message Development
- Content & Channel Planning
- Brand Voice
- Performance Measurement



WHY CVI

An educational campaign introducing audiences to Community Violence Intervention (CVI) and why it matters.

THE OBJECTIVE

Increase awareness and understanding of Community Violence Intervention by making its work and impact more accessible to audiences.

THE STRATEGY

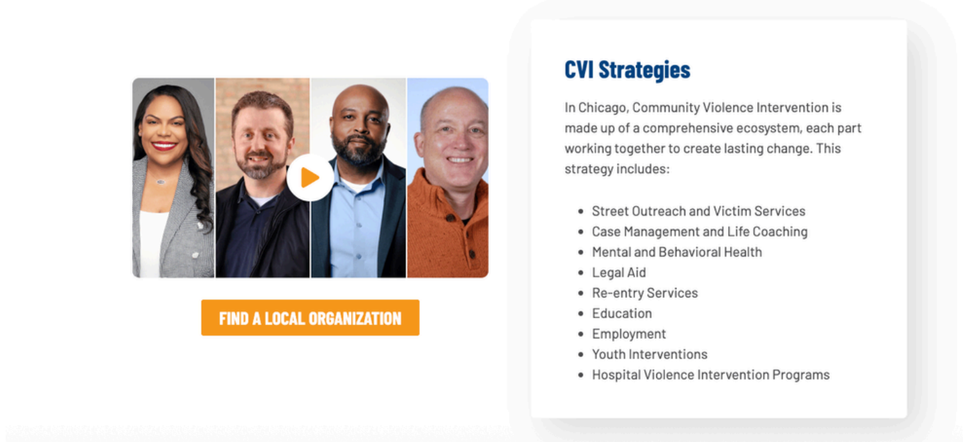
Used interviews with Chicago CVI leaders to explain the work through firsthand perspectives, supported by a dedicated digital landing page and paid social distribution.

MY ROLE

Interviewed Chicago CVI leaders
Developed the campaign storytelling approach
Created the digital landing page
Developed the paid social strategy
Repurposed interviews into campaign content

WATCH HERE





RESULT

Nearly 10,000 paid social views, expanding the campaign's reach beyond MPI's existing audience.

PEACE PORTRAITS



Peace Portraits is a visual storytelling campaign highlighting Chicagoans leading Community Violence Intervention (CVI) through portraits, interviews, and personal stories. The campaign was nominated for a Shorty Impact Award.

THE OBJECTIVE

Elevate the people behind CVI and increase visibility for the work they do to help create safer communities.

Watch trailer here.

Learn more.

MY ROLE

Reviewed applications and contributed to participant selection.
Helped develop and coordinate the judging panel.
Managed social media promotion and campaign communications.
Developed and executed paid and organic social media campaigns.
Filmed and photographed the screening event.

RESULT

Reporting Period: October 2025 – July 2026:
56,490 social media impressions
17,000 website views
40.23% average follower growth across social media platforms

FEATURED CAMPAIGNS



MARCH TO THE POLLS

A civic engagement campaign encouraging Chicagoans to participate in the electoral process. I developed campaign content and led digital promotion to amplify election-year messaging and encourage voter participation.

Watch the video.
Read more.



WOMEN IN COMMUNITY VIOLENCE INTERVENTION

A recurring storytelling campaign spotlighting women shaping Community Violence Intervention and their contributions to creating safer communities. I wrote featured stories and led video production and digital campaign execution, bringing their experiences and impact to a wider audience.

Watch the trailer.
Read their stories.

CONTENT STRATEGY, STORYTELLING & DIGITAL CAMPAIGNS

I develop content strategies that translate organizational priorities into campaigns, compelling stories, and digital communications. From campaign themes and written storytelling to email marketing and content distribution, my work connects messaging with audience needs and organizational goals.

CORE SKILLS

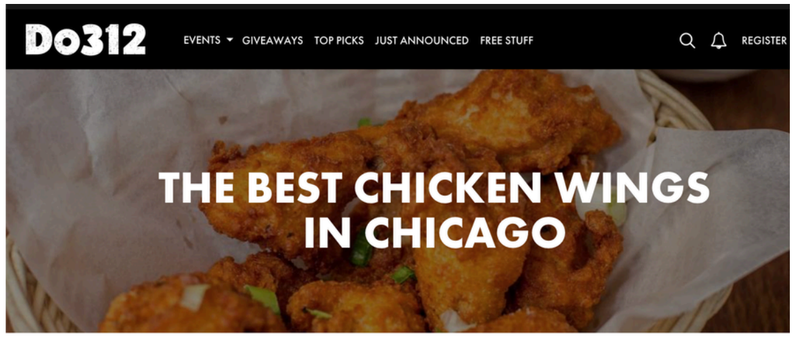
- Content Strategy
- Campaign Development
- Strategic Messaging
- Storytelling & Editorial Writing
- Email Marketing
- Multichannel Content Distribution



FEATURED WRITTEN STORIES

I turn events, programs, and community impact into compelling editorial content that connects audiences to the people, partnerships, and work behind the mission. Through web articles, profiles, interviews, and feature writing, I translate complex initiatives into accessible content that informs audiences and highlights impact. My editorial experience also spans lifestyle and entertainment, from covering Chicago's cultural scene to creating fun, quirky lists that capture the city's personality.

Click an image to read the full story.



Sometimes you just gotta 'wing' it.

Save all of the deep dish, hot dog, and burger debates for later. If there's one thing Chicago undeniably has the winning title for, its wings. We teamed up with Stella Artois to bring you the best of the best in Chicago. So grab a bib and get some of the tastiest, most satisfying wings the city has to offer – and trust us, when it comes to these wings, you definitely won't want to chicken out.





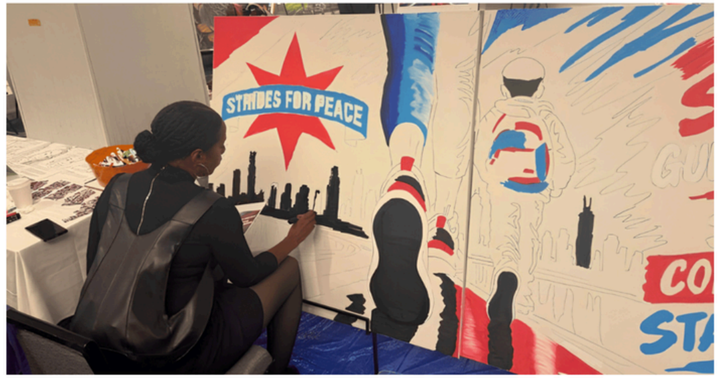
UPDATED: DECEMBER 2024

Chicago hustles hard.

It's no surprise that there's always a need to refuel with a cup of coffee. But which are the best? Don't worry, we've got you covered with a list of our go-to places. Place your order to go and move through your day charged up.



Prosperity Through Collaboration: Highlights From the 2026 Strides for Peace Expo



The Still Searching Project Executive Director Nicole Reed paints during the Strides for Peace Gun Violence Expo Art Fair.

10 Years in the Making: Building a Safer Chicago Through Partnership, Investment and Community



Partners join together after a panel on Community Violence Intervention in Chicago.

FEATURED CAMPAIGN THEMES

I develop recurring campaign themes that connect organizational priorities with timely content, community engagement, and audience interests. My work includes seasonal outreach, back-to-school initiatives, holiday giving campaigns, and sponsored campaigns designed to extend campaign messaging across digital channels.

Click each image to explore the landing page or video.









EMAIL MARKETING EXAMPLES

I develop digital communications that connect audiences with organizational initiatives, resources, and stories. From shaping messaging to preparing email content, I translate communications priorities into clear, audience-focused messages that support broader campaign goals.

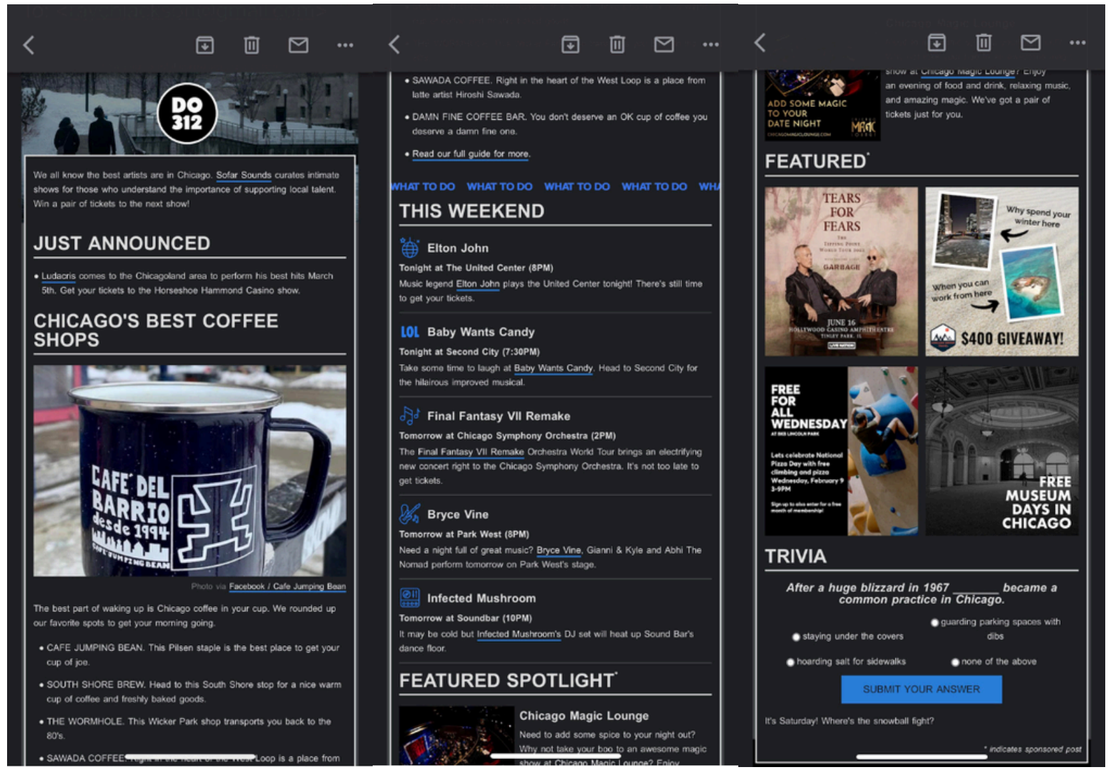
metropolitan PEACE INITIATIVES

COMMUNITIES PARTNERING 4PEACE



Click the image above to view an email marketing campaign I developed and distributed as part of the Communications Team at Metropolitan Peace Initiatives.

An email marketing campaign created and distributed during my time as Content & Social Media Manager at Do312.



VIDEO & VISUAL COMMUNICATIONS

I lead video and visual storytelling projects from concept through publication, producing interviews, event coverage, leadership features, and social-first content. My work spans creative development, filming, editing, photography, and distribution, ensuring visual content supports broader communications goals.

CORE SKILLS

- Video Strategy & Production
- Creative Development
- Interview Production
- Video Editing
- Short-Form Video
- Photography
- Event Coverage
- Visual Storytelling



FEATURED VIDEOS

I produce video content that brings organizational messaging to life through interviews, event coverage, and creative campaigns. These examples demonstrate how I translate communications goals into visual content tailored to different audiences and platforms.

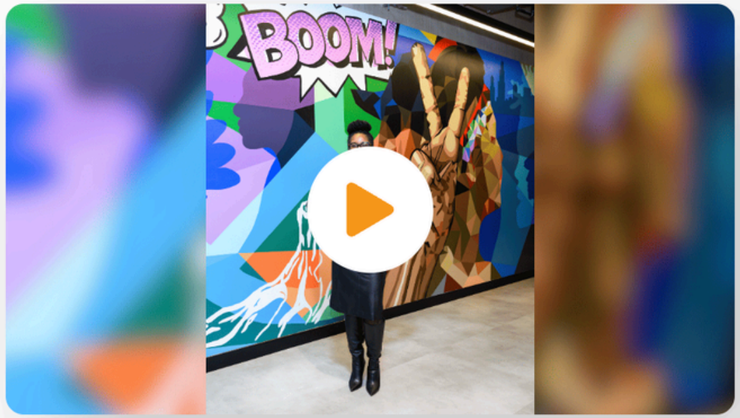
Click each example to watch the video.



2026 MPA Spring Graduation Recap



2026 'Peace Portraits' Screening Recap



History of "The Boom"

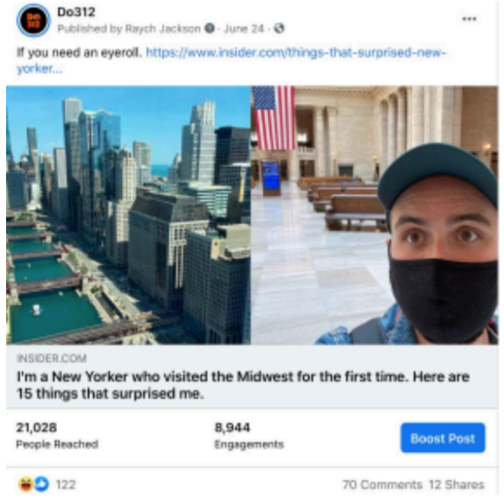


PRESS PLAY: Catch up on MPI's Biggest Moments of 2026 So Far

FEATURED SOCIAL MEDIA TRENDS

I create platform-specific content that connects organizational messaging with audience interests, cultural moments, and emerging trends. These examples demonstrate how I adapt creative concepts to different audiences while maintaining brand voice and communications goals.

Click to watch the content.









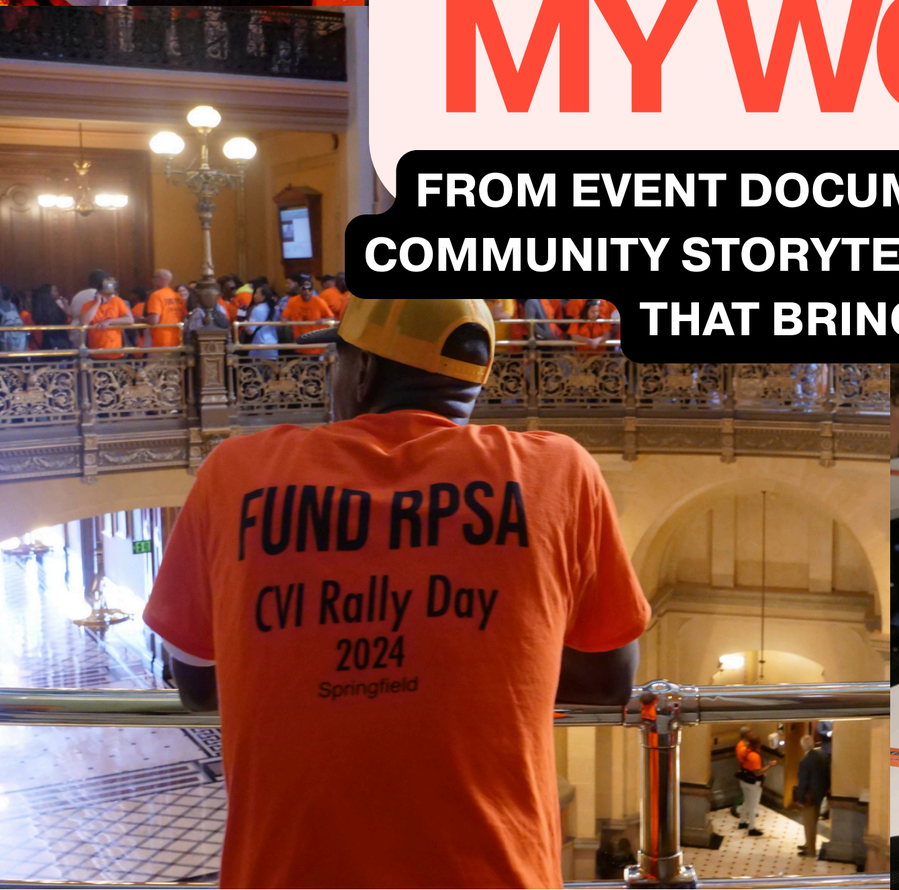






MY WORK IN ACTION

FROM EVENT DOCUMENTATION AND INTERVIEWS TO ADVOCACY AND COMMUNITY STORYTELLING, I CAPTURE THE PEOPLE AND EXPERIENCES THAT BRING ORGANIZATIONAL MISSIONS TO LIFE.







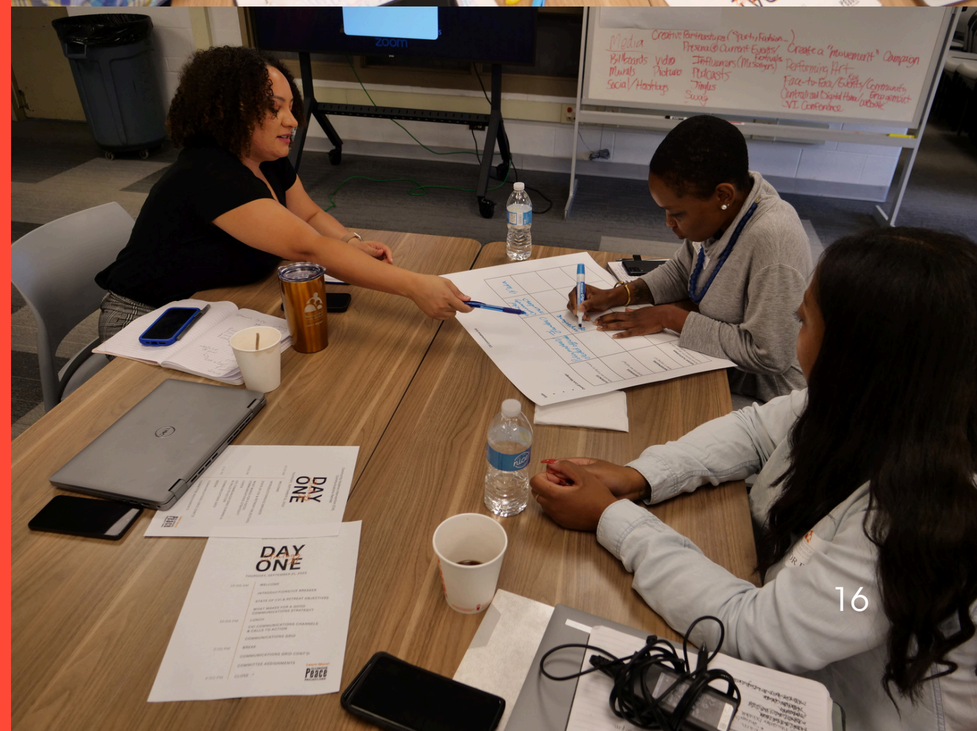
ANALYTICS, INSIGHTS & PERFORMANCE

I use social media and website analytics to evaluate campaign performance, track audience growth, and identify opportunities to strengthen digital communications. By measuring results across platforms and campaigns, I assess what resonates with audiences and use those insights to inform future content strategies.

CORE SKILLS

- Social Analytics
- Google Analytics
- Performance Tracking
- Audience Insights
- A/B Testing
- Conversion Tracking
- Campaign Measurement
- KPI Development



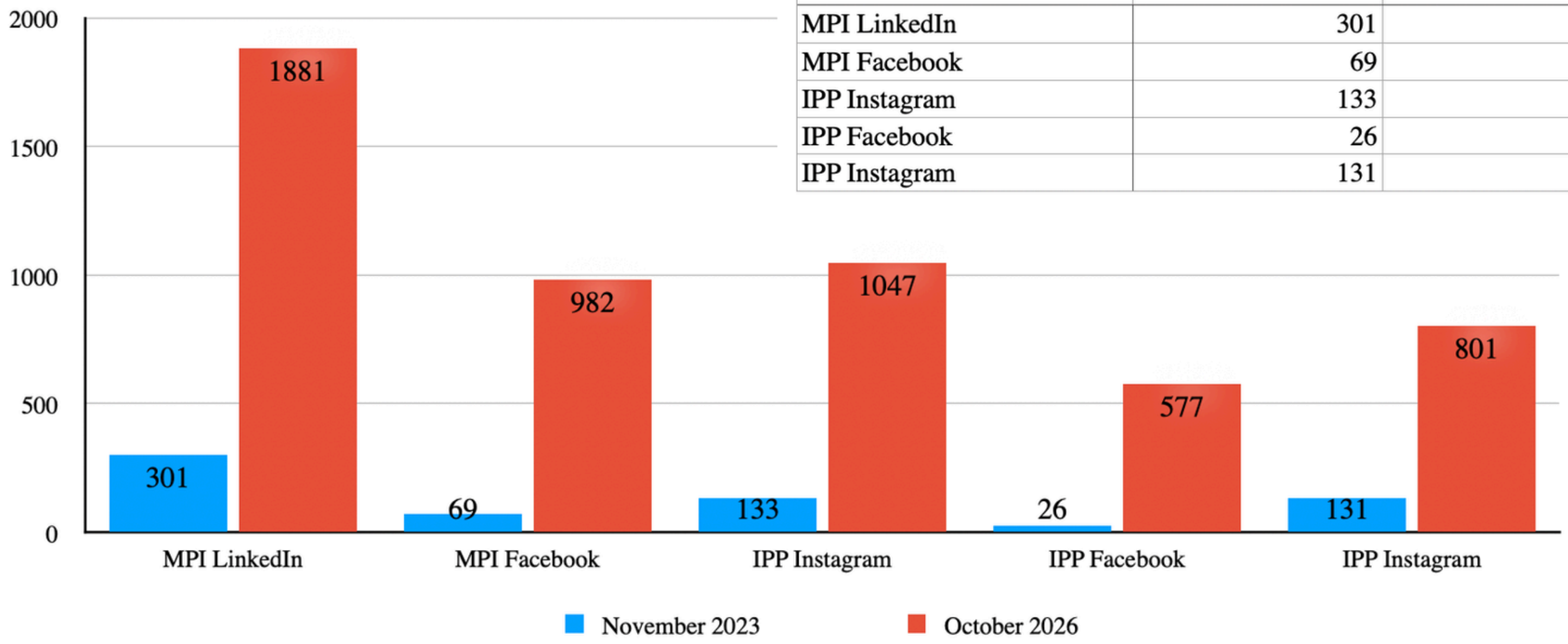


FEATURED SOCIAL MEDIA GROWTH

I manage social media strategy and execution across Metropolitan Peace Initiatives and Illinois Peace Project, overseeing content development, publishing, audience engagement, and performance analysis. Across five social media accounts, follower counts grew substantially during the reporting period, demonstrating measurable audience growth across both organizations.

My role: Social media strategy, content development, publishing, community engagement, performance analysis, and content optimization.

Platform	November 2023	October 2026	Growth
MPI LinkedIn	301	1,881	525.3%
MPI Facebook	69	982	1,323.2%
IPP Instagram	133	1,047	687.2%
IPP Facebook	26	577	2,119.2%
IPP Instagram	131	801	511.5%



LET'S CONNECT

References upon request.

www.linkedin.com/in/raychjackson/

