

jd JESSIKA DAVIDSON

A marketing strategist who loves working with people, products & platforms that elevate and transform culture.



Clients+ Work Projects



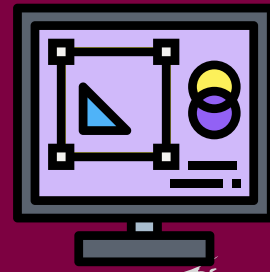
MARCH FOR SCIENCE



GEN
HTX



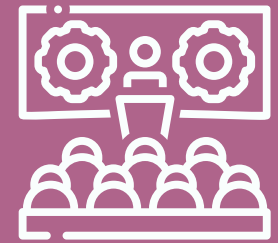
CORE SERVICES



Creative Direction and
Graphic Design



Digital/Social Media
Fundraising



Marketing Workshops
And Digital Training
retreats



Storytelling (traditional and
social media)



Event Planning



Online and IRL
Community Building

Client Work

COMMUNITY ENGAGEMENT PROJECTS

GENHTX

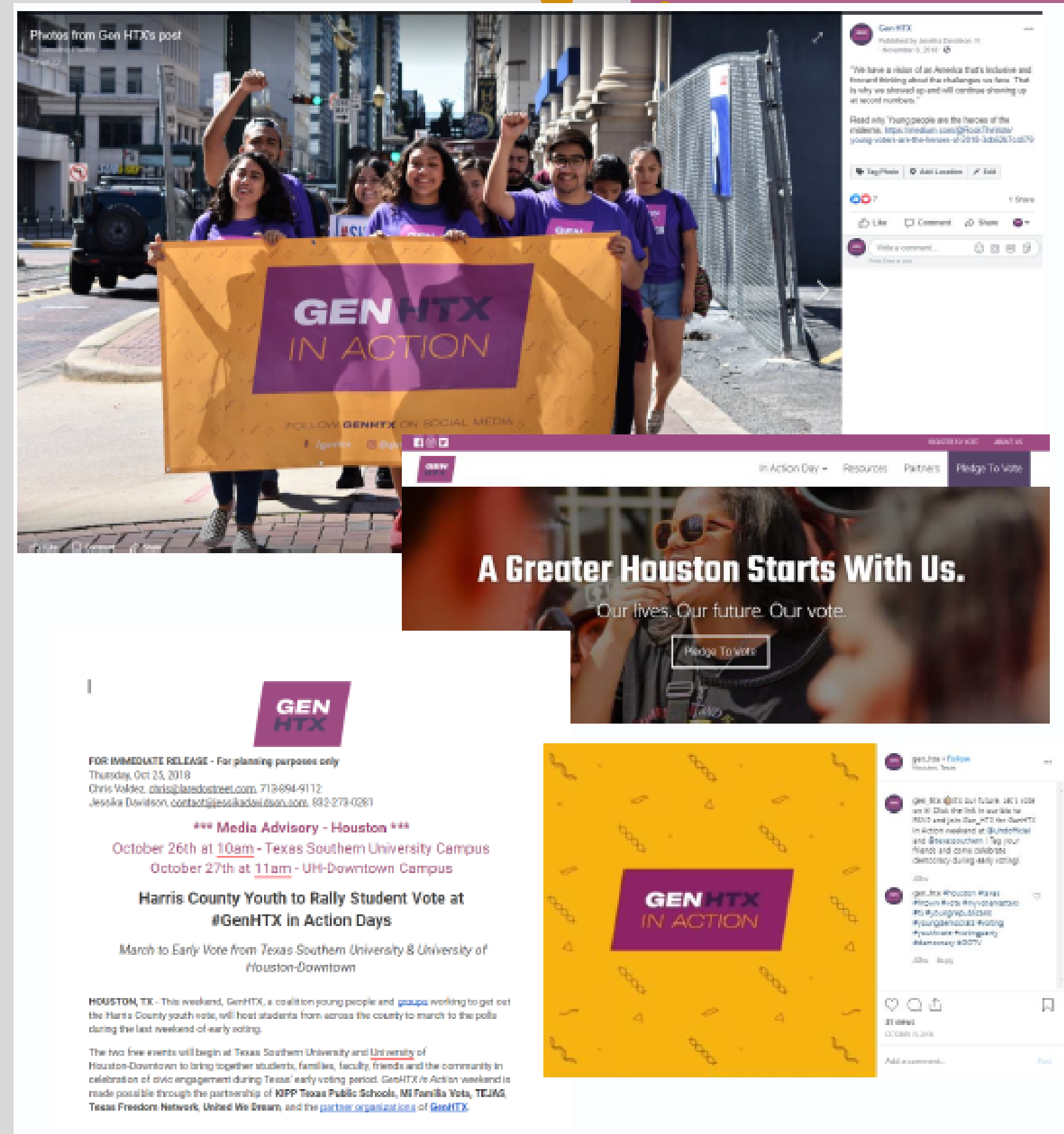
In 2018, I was hired by Harris County to lead digital communications for a new youth civic engagement initiative through Harris County.

I was responsible for developing the campaign name, GenHTX, wrote website copy, developing the website, developed communications toolkit and manages day-to-day social media management and engagement.

I also served as event comms lead, capturing and editing video, preparing graphics for social media and managing social media during live events including one large scale voter registration event.

This work resulted in:

- 3 press mentions in local media
- 2 area partnerships with local media
- over 80 first time voters participating in a GOTV event
- 96% of first time voters were from communities of color



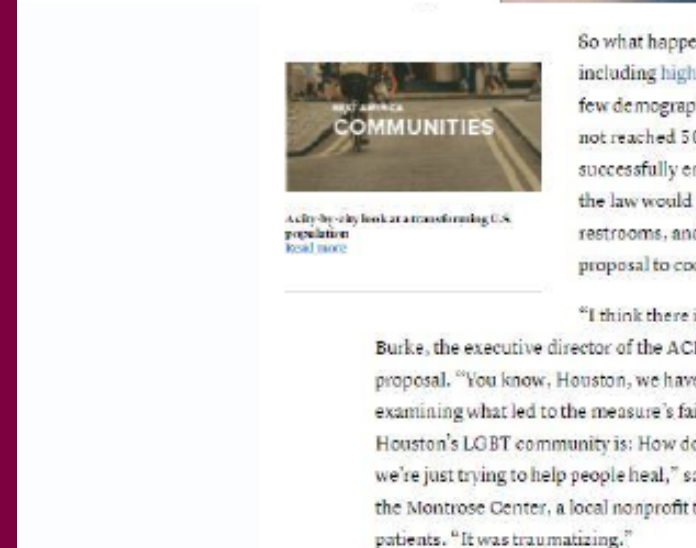
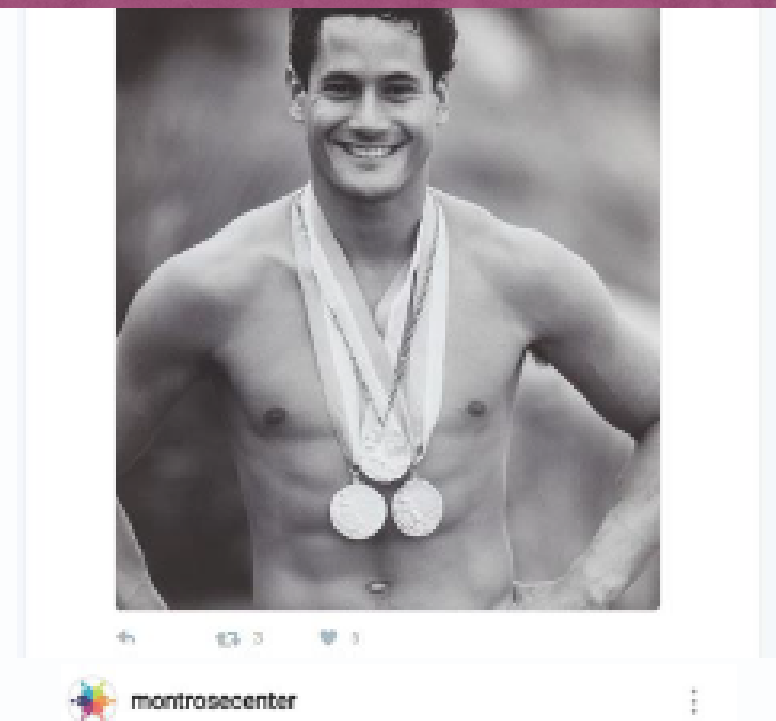
CRISIS COMMUNICATION

MONTROSE CENTER DIGITAL MARKETING, AND RESPONSE TO PULSE ORLANDO

In 2016, I was tasked with managing the online reputation of Houston's LGBTQ center after the HERO ordinance failed and during the tragic PULSE orlando shooting.

This work resulted in:

- Secured over 200K of earned media for the organization in less than 6 months. Featured in the Atlantic, Texas Observer, Houston Press, Houstonia, KPRC-2, KTRK-13, KHOU 11 and other outlets.
- Organized press conference between various religious organizations, Interfaith Ministries for Greater Houston, CAIR-Houston and the Montrose Center.
- Increased the Montrose Center's Facebook audience by 24%, Twitter audience by 13% and Instagram audience by 120% in less than 6 months.



HURSTON/WRIGHT FOUNDATION FOR BLACK WRITERS

In celebration of the foundation's upcoming 30th anniversary, I was hired to train interns and communications staff on social media engagement best practices as well as design a suite of new social media branding templates for staff use, develop the organization's FIRST end of year fundraising campaign, manage the email newsletter and develop 30th anniversary messaging.

This work resulted in:

- A new modern look that was more attractive to external audiences
- Clear copy with a clear call to action to join them at their upcoming events, including virtual workshops
- An increase in partner organizations cross promoting their content across their channels, including a partnership with ESPN'S the Undefeated for the 2020 Crossover Awards
- In 2021, increased brand recognition led to a 35,000 grant from Bumble, a national networking app
- Over \$40,000 from new donors in the year 2020.
- A 350% increase in audience across Hurston/Wrights three social media channels



THE HOUSTON MUSEUM OF AFRICAN AMERICAN CULTURE

At the Houston Museum of African American Culture, I had the privilege of ideating, facilitating, and hosting over 40 socially relevant museum public programming and events. In addition, I developed the organization's first digital strategy, bolstering the museum's attendance and visibility garnering new patronage in the thousands. Under my leadership, the museum actively re-imagined the social landscape for Black Americans and mobilized communities of color through event activation, social media and education.

- Increased email open rates by 9% through advanced targeting and subject line testing within 6 weeks of implementing digital strategy.
- Launched biannual new social series "Eat Drink Art" that has brought in over \$4,000 profit in sales.
- Developed 2017 HMAAC Spring Lecture Series and coordinated to have Luvvie Ajayi as the keynote speaker; the event grossed over \$15,000, the most successful program/event for the museum in its history.
- Lead design for new hmaac.org website after their website was offline for 13 months. New streamlined design of website lead to a 43% increase in tour requests and a 27% increase in event rental requests.



Houston’s Museum of African American Culture has been around since 2012 and been active on social media since early 2013. One thing I didn’t see on their social platforms was curated content that spanned arts and culture. There was also no informative aspect of the museum’s work online. I wrote the current digital strategy in late 2016 and slowly began introducing 3rd party and educational arts and culture content to HMAAC’s social media platforms. This included daily black history, conversations about art exhibited in the museum, and timely discussions on culture. This resulted in a 27% growth in Facebook audience and a 54% growth in Instagram audience in less than 6 months.

I developed a digital strategy that focused on crafting unique museum experiences online to complement their experiences in the museum or make them desire to visit the museum.

GOALS: HMAAC’s audiences will have digital experiences that:

- increase their enjoyment and understanding of art provoke their thoughts and invite them to participate
- provide them with easy access to information
- entice them to explore deeper content
- encourage them to purchase products, join memberships/sponsors, donate to HMAAC
- present an elegant and functional web presence and interface whatever their device take place on the platforms and websites they use (digital mags, social, etc.)

DELIVERABLES: To achieve this, HMAAC will take an approach that is audience-centered and insight-driven constantly evaluated and enhanced, well designed and architected, distributed across multiple platforms, open and sharable, sustainable and scalable



JACK HADLEY BLACK HISTORY MUSEUM

AUDIENCE ENGAGEMENT STRATEGY + MARKETING WORKSHOP

In August of 2019, I was hired as a consultant to provide strategic and practical advice to boost a local Black History Museum’s marketing efforts in Thomasville, GA. In addition to developing a marketing strategy for the museum, I was hired to fly to Thomasville and lead a marketing workshop for their staff, interns, volunteers and board. In 2020, I was hired for a second phase of the work which includes raising funds to remodel the Imperial Hotel, a local greenbook site, and develop a marketing plan for the hotel’s grand opening in 2023:

Responsibilities included:

- Leading the strategy of many departments within the Museum: marketing, communications, press relations, digital and social media, and editorial and graphic design. As a consultant, Jessika demonstrated a nuanced understanding of the Museum’s mission and core activities and an ability to engage both key constituencies and new audiences.
- Developing several graphic design templates for the museum to use cohesively across communications channels
- Making recommendations for their website redesign to optimize visitors experience

This effort resulted in the museum seeing significant increases and engagement and traffic within a month of our marketing workshop.





2020 Newsletter

1/6 MEETING WITH DINA BAILEY AND JESSIKA DAVIDSON

The Museum hosted museum consultants Dina Bailey and Jessika Davidson, to help with best practices for marketing and communication strategies for the Museum. They presented their findings along with recommendations to staff and board members. Through listening sessions and training for museum staff, the museum has experienced unprecedented growth for our Social Media Presence.

Facebook Follows:

Jan 2019 - Dec 2019 : 163 New
Jan 2020 - Feb 2020 : 268 New

Facebook Reactions, Engagement :

All of 2019: 59, 928
Jan 2020 to Feb 2020 : 99,632

Facebook Likes :

All of 2019 : 164 New
Jan 2020 - Feb 2020 : 317 New

MID AMERICA ARTS ALLIANCE

Engage

FUNDRAISING USING SOCIAL MEDIA
WITH JESSIKA DAVIDSON

MARCH 5, 2020
10AM-12PM
DELUXE THEATER | 3303 LYONS AVE
HOUSTON, TX 77020

*PARKING LOCATED IN THE
REAR OF THE BUILDING



UPCOMING ENGAGE + CACHE WORKSHOP:

READY FOR REOPENING: NAVIGATING MESSAGING AND MARKETING IN A HYBRID WORLD

with Jessika Davidson

MAY 20, 2021
1:00 p.m. – 2:30 p.m. CDT
VIA ZOOM



NAME

Margaret Koch

EMAIL

Margaret.Koch@thetoryoftexas.com

MESSAGE

Jessika,
Just wanted to say thank you for an excellent session, Messaging the Moment, with MAAA. Very appreciative of all your work and efforts to inform, improve and make our communities stronger. Margaret Koch, Director, Bullock Texas State History Museum

Marketing Workshops

Since 2020, I've worked with Mid America Arts Alliance, a regional arts alliance and granting organization that serves hundreds of arts organizations in 6 states to deliver quarterly marketing and social media workshops for small to mid sized arts and cultural organizations. These workshops focus on best practices small teams or marketing departments of one can implement to amplify their mission, increase overall brand awareness and successfully fundraise through online channels.



Thank you!

Please don't hesitate to reach
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