

Jackie Filson

STRATEGIC COMMUNICATIONS & DIGITAL EXPERT

CONTACT INFO

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TOP ACHIEVEMENTS

Led all [coalition communications](#) & [branding](#) for [major D.C. rally](#) on *Biden v. Nebraska* ft. 46 speakers & 100s of borrowers, securing [mentions](#) in all subsequent top coverage of lawsuit.

Earned top press for SBPC including in: [NYT](#), [NBC](#), [The Root](#), [LA Times](#), [WaPo](#), [NPR](#), [AP](#), [ABC](#), [PBS](#), [Teen Vogue](#), [CBS](#), [Univision](#), [Telemundo](#), [Black WSJ](#), [CNN](#), [Business Insider](#), [CNBC](#), [TIME](#), [POLITICO](#), [Mother Jones](#), [Fortune](#), [Vanity Fair](#), [Yahoo! News](#) & more.

Proposed & led an FWW campaign to stop water shutoffs leading to 650 local & 15 state moratoriums, & [coverage](#) in major outlets.

Ghost wrote an FWW [NYT op-ed](#).

SKILLS & EDUCATION

Wix, Squarespace, WordPress, Canva, Adobe Suite, iMovie, SEO, Meltwater, Cision PR & basic HTML.

Graphic Design for Organizing certification with Social Movement Technologies.

B.A. from University of Connecticut. Double Major in English & Human Rights.

EXPERIENCE

STUDENT BORROWER PROTECTION CENTER

Head of Communications | 2022–Present

- Led all communications and digital strategy, driving SBPC's success in overhauling the student loan safety net and protecting borrowers.
- Hired and managed PR firms and Communications Manager.
- Oversaw the creation of an email program, increasing the average monthly open rate by 14% to 48%, and list size by 133% organically.
- Rebranded SBPC's social footprint including by making an Instagram, a Wiki page, and increasing Facebook reach 15x.
- Also increased Twitter followers by 34%, monthly impressions by 153%, and engagement rate by 62%.
- Made microsites (including [cancelmystudentdebt.org](#) in one week's time), securing key org funding.
- Garnered top press coverage including on [niche lawsuits](#) by writing punchy press materials, growing media relationships, and running communications, branding, and coalition outreach for various [events](#) and [conferences](#).

OPEN MARKETS INSTITUTE

Communications Director | 2021–2022

Previously: Communications Manager, 2020–2021

- Directed external content creation and strategic outreach including by managing digital interns, communications consultants, websites, [social media](#), and press.
- Crafted graphics, videos, all digital and print designs, press materials, and emails.

FOOD & WATER WATCH

Communications Manager | 2019–2020

Previously: Field Communications Manager, 2018 | Senior Field Communications Officer, 2017 | Field Communications Officer, 2016

- Led press and digital strategy that garnered key engagement and attention on the local, state, and national levels to help win campaigns to ban factory farms and protect public water.