

# JONATHAN L. JACKSON

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## **EDUCATION**

**2024 (estimated completion) – PhD, Higher Education** – Florida State University, Tallahassee, FL

**2011 - International MBA** – Darla Moore School of Business, University of South Carolina, Columbia, SC

**2007 – BA, English & Journalism, Magna Cum Laude** – University of South Carolina, Columbia, SC

## **TEACHING EXPERIENCE**

**College of Business**

**August, 2018 – Present**

**Florida State University, Tallahassee, FL**

**Teaching Faculty II, Dr. Persis E. Rockwood School of Marketing,**

MAR 4233 – SOCIAL MEDIA MARKETING

ISM 4930 – SOCIAL MEDIA ANALYTICS

MAR 3503 – CONSUMER BEHAVIOR

MAN 3600 – MULTINATIONAL BUSINESS OPERATIONS

- Assist Dean's Office marketing staff with digital marketing strategy and execution. Advise social media manager on social media communications for recruits, current students and alumni. Coordinate project management and implementation of Salesforce for CRM and marketing communications hub.
- Department representative to James M. Seneff Honors Scholars program. Advised on design and creation of program; interviewed and selected candidates.
- Department representative on Undergraduate Policy Committee to Assess Learning Outcomes.
- Advise social media case competition team.
- College of Business veterans' liaison.

**Midlands Technical College, Columbia, SC**

**September, 2017 – Present**

**Adjunct Professor, Department of Business & Public Service**

MKT 101 – INTRODUCTION TO MARKETING

MKT 260 – MARKETING MANAGEMENT

MKT 140 –E-MARKETING

**Darla Moore School of Business  
University of South Carolina, Columbia, SC  
Adjunct Professor, Department of Marketing**

**January, 2018 – May, 2018**

MKTG 451 – SOCIAL MEDIA MARKETING

## **PROFESSIONAL EXPERIENCE**

**Verizon, Basking Ridge, NJ**

**2013 – 2017**

**Digital Marketing Manager, FIOS**

Chief of staff to 200+ person team responsible for digital sales, self-serve transactions, and engagement for 6M+ customer base in fiber-optic voice/Internet/TV. Led business operations, budget and expense management, and executive leader communications while doubling digital team size in one year.

- Collaborated with leadership to develop and communicate strategic direction for digital channel sales and customer engagement, resulting in 17% growth across multi-platform digital sales channel.
- Led team of seven personnel covering all aspects of budget management, vendor relations and contracts, procurement, internal/external communications, project management organization, talent recruitment, and new team member onboarding.
- Developed and launched content marketing micro-site targeting small business customers. Managed ongoing content development pipeline and publication and increased active users over 12-month period.
- Drove digital customer engagement through self-serve portal and other desktop and mobile touchpoints. Increased customer engagement rates, contract renewals, and channel mix despite customer base decline. Collaborated with marketing partners to deliver 23M+ customer visits to online channel (+15% Y/Y).

**Verizon Wireless, Basking Ridge, NJ**

**2012– 2013**

**Senior Consultant, Device Marketing**

Planned pricing, promotions, and coordinated strategic positioning of portfolio of basic phones, smartphones, tablets, and connected devices.

- Collaborated with market-leading suppliers such as Nokia and Blackberry to plan and execute pricing and promotional campaigns across device and operating system platforms throughout product life cycle.
- Coordinated strategic positioning across advertising, public relations, CRM, merchandising, supply chain, throughout sales channels, contract management, legal, and finance.
- Organized Blackberry 10 and Windows Phone smartphones launches that included app store promotions resulting in a 37% redemption rate.

**Verizon Enterprise Solutions**

**2011 - 2012**

**Channel Partner Manager, Managed Services, Internet of Things**

Oversaw sales strategies for device portfolio and applications; coordinated sales efforts of Verizon with partner hardware and software teams; directed sales enablement for enterprise networking solutions.

- Managed relationships with partner vendors. Coordinated development of sales strategies for hardware and software.
- Authored strategy briefs for marketing communications department and outside marketing and public relations vendors. Developed device gallery that showcased over 150 certified machine-to-machine products on customer-facing website.

**South Carolina Insurance News Service, Columbia, SC**  
**Operations Manager**

**2008 - 2009**

- Oversaw day to day operations of trade association responsible for providing property and casualty insurance data, information, and statistics to the media and consumers.
- Directed media relations with print and broadcast outlets across the state. Generated over 80 million media impressions annually through authoring and distributing over 75 press releases to major media outlets.

**Hallmark Homes International, Columbia, SC**  
**Director of Media Development**

**2007 - 2008**

- Created, developed, and executed print, web, outdoor and television advertising for regional real estate developer. Maximized marketing effectiveness and advertising impact through streamlining targeted, localized advertising.

**United States Army (US, Germany, Iraq)**  
**Scout Section Leader**

**2000 - 2005**

- Supervised personnel in training and deployment of cross-spectrum information collection utilizing electronic, optical, cartographic, and person-to-person tactics.
- Successfully oversaw and maintained \$750,000+ of sensitive equipment and vehicles with no losses during deployments in Kuwait and Iraq.

## **HONORS & AWARDS**

**TOP GRADUATE:** Noncommissioned Officer Course, Fort Knox, KY

Earned four Army Commendation medals

Eagle Scout

## **OTHER TRAINING**

**Florida State University, Diversity & Inclusion Certificate, 2020**

**Rutgers University Coding Bootcamp, 2017** — Six-month certificate course in web development, HTML/CSS/JavaScript/jQuery/Node.js/SQL/MongoDB/API/Express/React

**French language and European business practices, 2010** – Ecole Supérieure de Commerce, Clermont-Ferrand, France

**Professional Development** — Graduate of Verizon Wireless Leadership Development Program; continuing education in major marketing and analytics software platforms - Adobe Marketing analytics, Oracle/Blue Kai DMP, Tableau, Opinion Lab customer feedback.

**Learning Management Systems** – Canvas, Blackboard and D2L/Brightspace. D2L Level 1 and Level 2 Certifications.