

Heather C. Jackson

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Marketing and communications professional with more than 20 years of experience in public relations, communications, writing, editing, and publishing. Scope of work includes public relations in nonprofits and the arts; social media and newsletter generation for arts organizations; feature and copywriting in the realm of lifestyle and home construction and design; and project managing, editing, proofreading, and formatting books, playbills, self-published works, academic articles, and online learning tools. Specialty areas include performing arts, design, lifestyle publications, regional interests, social media, and entertainment.

WRITING & EDITING

Grounded Reason, Contributing Writer/Editor, Fall 2018 – November 2023

- Review and preview television programming for online cable cutting and TV site
- Research and write trend articles and product comparisons on streaming alternatives
- Compile listicles of top viewing options across popular streaming services
- Communicate with media departments of major online and cable studios (Amazon, Netflix, HBO, Hulu) for access to screeners, press materials, etc.
- Track upcoming streaming releases to plan a content and social media calendar

FREELANCE - Editor/Proofreader, selected published works:

- ***Character Sketch: A Drawing Course for Costume Designers***, Helen Huang, 2018
 - Layout, content editing, and copy revision for book on costume rendering
- ***“Realist Review: Current Practice and Future Prospects,” Journal of Research Practice***, Rigmor C. Berg and Julie Nanavati, 2016
 - Proofread, copyedit extensive academic article
- ***The Metromaniacs* and *The David Ives’s Trilogy***, David Ives, 2015
 - Layout editor, proofreader, and project manager for two published scripts by playwright David Ives (with Shakespeare Theatre Company)
- ***The Brain and Educational Connections***, Bridget Connor, 2014
 - Content proofreader and layout editor for self-published academic book

MARKETING & COMMUNICATION

Shakespeare Theatre Company, Washington, DC

Publicist, Freelance, November 2015-July 2016; Current 2023

- Support the media relations needs during a period of transition; including drafting and delivering press releases, handling media inquiries, arranging press interviews, and coordinating opening nights and other press events
- Assist in the training and transition to new in-house Publicist

Associate Director of Communications & PR, May 2014-July 2015

Publicist:

- Serve the media and public relations needs of the Shakespeare Theatre Company; including handling media needs for mainstage productions, special presentations, institutional programs, and special events
- Develop and pitch story ideas to local and national media on a variety of topics
- Act as Marketing liaison to visiting artists and guests

Communications/Editor:

- Manage Communications efforts, including researching and drafting show-related language, acting as writer and editor for printed materials and production programs, supervisor of institutional language and style guides
- Lead playbill redesign and merge with previous dramaturgical publication
- Serve as editor and content generator for each production playbill
 - Act as publication editor and project manager, coordinating content from Artistic, Marketing, Production, and Development staff
 - Supervise print process in coordination with Graphics team
 - Write several features and interviews per publication

Center Stage Theatre, Baltimore, MD

Public Relations Manager, September 2008-May 2014

Serve the communications and public relations needs of Center Stage Theatre, including acting as press agent, editor, and social media coordinator as part of the Marketing & Communications department.

Editor:

- Design, layout, and edit playbills for the season and coordinate all space requests, including development, education, marketing, and artistic needs
- Generate additional program content, including interviews and profile pieces
- Serve as project manager in coordination with graphics department to manage, edit, and track the process of print projects
- Monitor institutional copywriting standards, show information, contract agreements, Equity requirements, Development sponsors on all printed material
- Contribute to the creation of artistic and marketing language for the season
- Hire, train, and supervise interns in the Marketing department

- Manage multiple social media platforms, developing targeted media campaigns for a variety of theatre programming

Press Agent:

- Develop and pitch story ideas to local and national media
- Schedule and supervise media interviews and photo shoots for staff and visiting artists, both in-building and off site
- Act as Marketing liaison with Stage Management, Production, and visiting artists
- Manage inter-department communications meetings
- Engage in community outreach

ADDITIONAL WRITING & EDITING EXPERIENCE

HOME & DESIGN Magazine, Homestyles Media, Inc., Rockville, MD

Assistant Editor, August 2003-September 2008

Serve as the Assistant Editor of regional luxury homes publication, including writing, editing, material collection, layout, and project scouting.

- Research and write articles, from scouting projects, products, and trends to conducting interviews with homeowners, designers, builders, and industry professionals
- Edit article submissions by freelance writers
- Maintain an up-to-date database of all published articles, including contact information for writers, photographers, and designers
- Train and supervise editorial interns
- Assist production in press preparation, including assisting in the layout, proofing, and finalization of articles for press in both Photoshop and QuarkExpress

Editor, Annual *Sourcebook*, 2008

- Organize design and content for annual resource guide
- Assign and collect articles from other staff, interns, and freelance writers
- Produce in-house content including annual Survey to Designers and collect related materials, section introductions, and expert Q&A features

Editorial Assistant & Office Manager, 2000-2003

- Organize incoming editorial materials
- Maintain database of all editorial recipients

ACADEMIC EXPERIENCE

University of Maryland, Theatre, Dance and Performance Studies, College Park, MD

Contingent Staff/Advisor, August 2017 – 2020

- Wrote grant acquiring funding for project to adapt rendering course demonstrations into online learning content
- Wrote videos scripts for above course, describing step-by-step instruction for voice over/captioning
- Serve as lead costume faculty for day-to-day needs of costume MFA program while program head was on sabbatical (Spring 2018, Spring 2019)
- Serve on thesis committees for multiple graduate students
- Serve as mentor to graduate costume design students, advising on design projects, both in class work and realized design, in fittings, and design meetings
- Serve as assistant to program head in general department organization and leadership, including representing design faculty in meetings, at recruitment events, and internal departmental communication as needed
- Provide feedback and critique to students in rendering and design classes
- Manage recruitment, including attending annual URTA interviews

Graduate Assistant, August 2015 – May 2017

- Instructor for undergraduate Introduction to Design, two semesters
- T.A. for undergraduate Costume Design class, two semesters
- Cohort leader and department manager for Costume Design team
- Assistant to Helen Huang, Professor of Costume Design

ADDITIONAL WORK

Freelance Costume Designer, 2005-current

- Professional costume designer working with a variety of companies, including Manhattan Concert Productions, Red Bull Theater, NYU Steinhart, Drury Lane (Chicago), Studio Theatre (DC), Everyman Theatre, Signature Theatre (VA), Baltimore Choral Arts, Red House Arts Center, Chesapeake Shakespeare Company, Rep Stage, Mosaic Theatre, Annapolis Opera Company, Peabody Opera Conservatory, Maryland Opera Studio, Loyola University, and more.
- Member Local USA 829 union

EDUCATION

University of Maryland, College Park, MD, M.F.A. Theatre Design, 2017

St. Mary's College of Maryland, St. Mary's City, Maryland, B.A. English, B.A. Dramatic Arts, 2000