

KEITH JACKSON

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MARKETING DIRECTOR | CMO | BRAND & COMMUNICATIONS LEADER

Strategic marketing and communications leader with **20+ years of experience** driving growth, brand visibility, and engagement across **education, healthcare, media, and corporate environments**. Proven ability to lead integrated marketing strategies, manage **\$1M+ budgets**, scale organizations internationally, nationally and regionally and partner with executive leadership to deliver measurable business outcomes. Equally strong in **strategy and hands-on execution**, with deep expertise in digital, content, video, and multi-channel marketing.

CORE EXPERTISE

- Marketing Strategy & Planning
- Brand Strategy & Positioning
- Integrated Campaign Leadership
- Executive & Internal Communications
- Digital & Content Strategy
- Lead Generation & Funnel Optimization
- Social Media Strategy & Growth
- Video & Multimedia Production
- Budget & Resource Management
- Cross-Functional & Team Leadership
- Data-Driven Marketing & Analytics
- AI-Enabled Marketing Systems

Tools: Adobe Creative Suite, Google Analytics, CMS platforms, CRM systems, Marketing Automation, AI productivity tools, Project Management platforms

PROFESSIONAL EXPERIENCE

[Brightmont Academy](#) | Nationwide | 2023 – 2026 Marketing Director

National one-to-one private school network (28 campuses across 10 states)

Led all marketing, brand, and communications efforts nationwide to support expansion and enrollment.

- Scaled the organization from **15 to 28 campuses in 3 years** through integrated marketing strategy and campus launch playbooks. Wrote Campus Director Manual for smoother onboarding.
- Managed **nearly \$1M annually** in marketing spend across digital, content, video, and paid media
- Supported multiple new campus launches from inception to **\$1M+ in first-year revenue**
- Increased qualified leads by **500+ per month** while simultaneously **reducing cost per lead (CPL)**
- Grew monthly website traffic by **25%** through SEO, content, and UX improvements
- Produced high-impact video campaigns generating **1M+ views** across multiple platforms
- Built a team of **3 – 11 full-time staff and contractors**, balancing speed, quality, and scale
- Implemented **AI-enabled marketing systems** to improve productivity and reduce manual workload
- Partnered with executive leadership on messaging, growth strategy, and brand positioning

[Sysmex America](#) | Lincolnshire, IL | 2015 – 2023 Marketing Communications

Global leader in hematology diagnostics (>80% U.S. market share)

Led marketing communications supporting product marketing, sales enablement, and executive communications.

- Produced persuasive product and sales videos with **hundreds of thousands of views**
- Led video, motion graphics, photography, and digital creative for **national and international distribution**
- Served as lead photographer for executive portraits, conferences, and corporate events
- Designed product advertising, digital banners, and marketing assets for web and campaigns
- Managed **\$35K+ in production equipment budgeting and procurement**
- Recorded and produced national webinars and virtual events
- Coordinated freelancers, voice talent, and vendors to scale production efficiently
- Traveled across North America capturing customer testimonials and field content

Creative Concepts | Illinois | 2004 – 2016 Owner / Creative Director

Founded and led a full-service advertising agency serving small to large organizations across Illinois.

- Built and managed a regional agency delivering print, broadcast, and digital campaigns
- Grew a local client into a **\$1M+ franchised business** through integrated marketing
- Increased a manufacturing client's revenue by **\$400K** via promotions and contests
- Produced tourism and economic development campaigns for municipal clients
- Led teams of freelance designers, videographers, and developers
- Negotiated media buys and placements across **5-state broadcast markets**

Higher Education Marketing & Communications

Lake Forest College | Graphic Designer & Event Planner

- Designed marketing materials for campus events with **400+ attendees**
- Managed social media and evaluated institutional digital presence

Southern Illinois University | Regional Coordinator, Distance Education

- Led full rebrand of distance education marketing and student portal
- Managed web presence and implemented live online support systems

College of Lake County & John A. Logan College & Morthland College | Adjunct Faculty

- Built a **2-year Graphic Design degree program** from zero to 40 students
- Designed curriculum and mentored students into professional roles
- Taught Video Production/Editing/Digital Media Delivery/Speech/Graphic Design

Early Career: Broadcast Journalism & Media

Reporter / Videographer / Editor — Multiple TV Markets

- Worked in markets ranging from **#189 to #3 nationally (WFLD, WTHR, WFIE, WKJG, WLFI, KFVS)**
- Interviewed **4 Governors and a U.S. Cabinet member**
- Contributed to **Emmy Award-winning newscasts**

EDUCATION

Southern Illinois University — M.A. Telecommunications (Media Management & Law)

- **7 Illinois Society of Professional Journalists Awards** (most ever earned by one student in one year)
- Graduate Assistantship (5 semesters)

Ball State University — B.A. Telecommunications, Minor in Journalism

- Sophomore of the Year | Telecommunications Department
- University Program Board Video Award