

Jackson Engle

CONTACT

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(316) 806-7725

Lawrence, KS

PORTFOLIO

<https://www.jacksonengle.com/>

SKILLS

- Adobe Suite (Indesign, Illustrator, Express, Photoshop, Lightroom, After Effects, Premiere Pro)
- Canva
- Microsoft Office
- WordPress, Wix
- SEO
- Qual/Quant Research
- Customer Service
- Public Speaking

COURSEWORK

- Creative Concepting
- Content Creation and Web Development
- Data Storytelling
- Graphic Design
- Social Psychology
- Entrepreneurial Marketing

CLUBS & AWARDS

- KU Glee Club (Communications Director)
- KU Ad Club
- KU PRSSA Club
- Academic Dean's List x5
- Chancellor Scholarship
- Roger N. Wooldridge Scholarship
- Wendell R. Sullivan Scholarship

EDUCATION

University of Kansas

Expected May 2026

Bachelor of Science in Journalism: Digital Marketing Communications, Advertising, and Public Relations; Media Arts and Production
Minors in Psychology and Entrepreneurship

3.95 GPA

EXPERIENCE

KU College of Liberal Arts & Sciences

Communications & Design Assistant / September 2024 – Present

- Developed, launched, and maintained "Major of the Month" series to boost awareness of and create content for different departments within the College.
- Complete diverse design tasks for the College, such as developing LinkedIn social strategy, creating event posters, stickers, and other promotional materials to support departmental initiatives and events.

National Student Advertising Competition - THE AGENCY

Strategy Lead & Creative Director / September 2024 – April 2025

- Developing a strategic campaign for a global brand, conducting extensive primary and secondary research to craft human insights
- Organized and moderated 3 focus groups
- Utilizing emotional marketing to create effective campaign deliverables

Research & Creative / September 2023 – April 2024

- Developed a strategic campaign for Tide, conducting extensive research and creating eight deliverables over six months.
- Earned 2nd place and Best Strategy award.

Family Promise of Greater Wichita - AmeriCorps

PR & Communications Intern / May 2024 – August 2024

- Created and managed "The Huddle" weekly newsletter, curated daily posts across Facebook, Instagram, and LinkedIn, and utilized Meta Business Suite for analytics and scheduling.
- Developed content strategy for Family Promise Week 2024 to enhance community outreach and brand awareness.
- Collaborated on two major video projects.

Angelo's Italian Restaurant,

Host & Cashier / June 2020 – June 2024