



ANIKA JACKSON

Highly connected and visionary senior communications and marketing professional with over 25 years of experience working with diverse brands and clients. Invested in people, culture, and an environment of excellence including diversity, equity and inclusion.

Host of the Your Brand Amplified® podcast.

PROFESSIONAL EXPERIENCE

VICE PRESIDENT, OPERATIONS

FULL CAPACITY MARKETING, INC. | FEBRUARY 2023 - PRESENT

- Create new business development opportunities for existing clients including brand sentiment, public relations, social media, and strategy.
- Bring in new vertical clients with entrepreneurs, small businesses and nonprofits.
- Create new revenue streams including Brand Amplifier programs and podcasting.
- Handle CEO and company public relations efforts to grow thought leadership.

ADJUNCT PROFESSOR, MASTERS PROGRAM

USC ANNEBERG SCHOOL FOR COMMUNICATION AND JOURNALISM | AUGUST 2022 - PRESENT

- Teach graduate level coursework for both the Public Relations & Advertising Masters program and the Digital Media Management Masters program.

FOUNDER, CHIEF STRATEGIST

YOUR BRAND AMPLIFIED | JULY 2022 - PRESENT

- Develop, implement, monitor and evaluate client marketing and communications strategies to support their communication objectives and maximize positive exposure in local, national and international markets.
- Created The Brand Amplifier program for small businesses.
- Host and Producer of Your Brand Amplified podcast.



AREA OF EXPERTISE

- Account Management
- Business Development
- Business Solutions
- Market Research
- Media Relations
- Media Training
- Positioning
- Press Releases, Media Alerts
- Publicity Campaign Execution
- Relationship Building and Retention
- Social Media Marketing
- Story Development and Brand Management
- Strategic Marketing
- Strategic Partnerships

EDUCATION

BA Public Administration
University of San Francisco

CONTACT

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SPEAKING

- Presenter:
 - Casar Summer Institute
 - WorkCon
 - COABE
 - Multiple entrepreneur groups
- Guest speaker, Agile PR
- Marketing expert speaker for Kamp Events (startup founder events)
- Guest PR expert speaker at USC, UCLA
- Expert speaker on #stopasianhate and AAPI issues for Junior League of Los Angeles, Live Nation Global and AIMM
- Storytelling training teacher for Simone Sauter's Rockstar Publicity clients

HONORS & REWARDS

- Women in the Fast Lane of STEAM, Greater Houston Women's Chamber of Commerce, 2018
- Houston Style Boss, Conscious Couture, 2017
- Child Care Council of Greater Houston 2016 Honoree
- 2016 Houston Grand Opera 10th Annual Ovation Award Recipient
- January 2016 National Point of Light Award (George Bush Volunteer Award)
- Houston's "It" Girls of 2015 Honored by The Houston Chronicle
- Youth Leadership Council of Houston's 2015 Community Impact Award
- Houston Woman Magazine's 2014 HER Award for "Maximum Mom"
- "Inspirational Leader" Award by Los Angeles Foundation for Second Chances, 2014

VP MARKETING

BASTION ELEVATE | 01/03/22 - 6/29/22

- Merged Anika PR with Bastion Elevate in January 2022.
- Responsibilities included generating revenue across marketing and communications verticals including branding, public relations, digital marketing, social media, website development, and more.
- Responsible for ProForma and client invoicing.

FOUNDER, CEO, CHIEF STRATEGIST

ANIKA PR | 2019 - 2022

- Led a team of over ten employees during a global pandemic, including a 1500% growth in client revenue and over 20 clients.
- Developed, implemented, monitored and evaluated client communications strategies to support their communication objectives and maximize positive exposure in local, national and international markets.
- Responsible for all inbound business development and partnership opportunities.
- Cultivated and maintain high level relationships with both media and strategic partners.
- Set objectives and deliverables for PR and Marketing teams.
- Created PR Incubator program to assist small business owners with creating marketing and public relations plans via a DIY system with coaching and group sessions.
- Guest lecturer at USC, UCLA extension, and for various programs on the Art of Storytelling and other areas.
- Produced and hosted two client podcasts, our own podcast, and a client's web tv series.

FOUNDER, CEO

SOCIAL GRACES SOCIAL CLUB, SGSC/ PHILANTHROPIC FETES | 2016- 2019

- Created activations for socially conscious brands such as Union & Fifth, Houston-based non-profits, and entrepreneurs through digital media, live events, and strategic partnerships.
- Established a Houston-based social club based upon friendship, fun and philanthropy.
- Reached 150+ members in the first year, via social media, word of mouth and public relations.
- Developed and launched a brick-and-mortar clubhouse/pop up retail space in downtown Houston, allowing 20+ diverse entrepreneurs space to grow their businesses without the overhead of a traditional brick and mortar.
 - Within 1 year, outgrew previous space and upgraded to a location that was 60% larger.
- Produced and emceed multiple fashion shows, galas, art and business events.
- Created marketing and public relations strategies for business members in the Houston market.

BUSINESS AND COMMUNITY LEADERSHIP

- Intuit Small Business Council (Member)
- Hyperbaric for the People (Board Member)
- The InfluenceHers Foundation (Board Member)
- Advisory Board, Women in Leadership Program at UCSB PaCE
- National Charity League Pier Chapter (Board/ Other)
- Learn Grow Lead (Founder/Chairman)
- Seeds of Joy Village Waldorf School (Board Secretary)
- The Catastrophic Theatre (Secretary)
- Greater Houston Community Foundation Center for Family Philanthropy (Founding Family)
- Houston Children Give Back (Founder/Chairman Emeritus)
- Junior League of Los Angeles (President/ Other)
- Planned Parenthood Gulf Coast (Chairperson/ Other)
- Planned Parenthood Federation of America (Affiliate Board Council Founder/ Steering Committee, Foundational Transformation Affiliate Board Leader/ CHN Governance Committee Chair),
- Pines Educational Assistance Corporation/ Pines Montessori School (Development Chair and PTO Chair)
- Shakespeare Center of Los Angeles (Vice Chair)
- UnderShare, Inc. (Development Chair)

DEVELOPMENT CAMPAIGN AND SPECIAL EVENTS MANAGER

HOUSTON AREA WOMEN'S CENTER | 2016- 2017

- Effectively oversaw strategic donor relationships via online and mailed campaigns.
- Produced and promoted signature events such as the Race Against Violence, Gala and Leadership Campaign.
- Curated special events with community partners.

MANAGING PARTNER

HARDCASTLE PROPERTIES, LLC | 2011- 2016

- Leveraged a small six figure investment into more than \$3 million in residential and commercial real estate acquisitions.
- Facilitated an additional \$14+ million in rental properties for external entities.
- Managed rental properties in Los Angeles, CA, Lawrence, KS, and the greater Houston, TX areas.

PARTNER

JACKSON ROBLES, LLC | 2007-2009

- Marketing and public relations firm with clientele including a Los Angeles area book publisher, rock bands, the Redondo Beach Pier, and an art gallery.
- Enhanced marketing and publicity strategy, resulting in increased attendance for Redondo Beach Pier Association events including Summer Concert Series, Rods, Rides, and Relics Car Show, Chalk Art Festival, and more.
- Launch publicist for Baby Tattoo Book's first Baby Tattooville event, leading to a sold out first event and article publication in art magazines and journals.
- Implementation publicist for the re-launch of Leukemia & Lymphoma Society's Man and Woman of the Year Campaign Los Angeles after a multi-year hiatus, resulting in magazine coverage including LAX Magazine and other local publications.

MARKETING AND SALES MANAGER

FUTURE, US, Inc. | 1999- 2007

- Oversaw non-endemic sales for 17 publications for the Western region.
- Launched marketing and PR for Official Xbox Magazine and dance music magazine, Revolution.
- Implemented successful strategies including street teams, contests, multi-city tours and events resulted in both magazines becoming the largest video game and largest music magazine worldwide.

MARKETING AND CIRCULATION MANAGER

RAYGUN MEDIA | 1998-1999

- Managed all street marketing initiatives, events, promotions, and subscription circulation for two magazine titles (RayGun Magazine and Bikini Magazine).

ACCOUNT EXECUTIVE

KBA MARKETING | 1997-1998

Orchestrated Audi, Camel and Smirnoff promotions.