

JACKSON S FERNELIUS

Contact Information

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EDUCATION/Certifications

Bachelor of Arts in Strategic Communications

University of Houston (2020-2024)

Licensed Real Estate Agent - TREC #832481

TEFL Level 3 Certificate - D207431

PROFESSIONAL EXPERIENCE

Disposition Agent

New Western (2025-present)

- Currently serving as a real estate disposition agent, facilitating property transactions and client relationships

Social Media Manager - Old Row, Barstool Sports

University of Houston (2022-2024)

- Managed and grew social media presence across Twitter, Instagram, and TikTok platforms
- Created engaging content strategies to increase student engagement and brand awareness
- Coordinated with national Barstool Sports team to align content with company objectives

Merchandise Sales Representative

Old Row (2022-2024)

- Generated merchandise sales through targeted marketing and promotional strategies
 - Developed and maintained client relationships to drive repeat business
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LEADERSHIP EXPERIENCE

Alpha Sigma Phi Fraternity

President (2023-2024)

- Led executive board and managed chapter operations for 50+ member organization
- Developed and implemented strategic initiatives to improve chapter performance
- Collaborated with university administration and national headquarters

Vice President of Alumni and Family Relations (2022-2023)

- Strengthened alumni network through organized events and regular communications
- Managed database of 300+ alumni contacts
- Created and executed family engagement programs

Social Chair (2022)

- Planned and executed social events while ensuring compliance with university policies
 - Managed event budgets and vendor relationships
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TECHNICAL SKILLS

- Salesforce CRM Platform
- Microsoft Excel
- Social Media Management (Twitter, Instagram, TikTok, LinkedIn, Facebook, YouTube)
- Content Creation and Strategy
- Digital Marketing

PROJECT EXPERIENCE

Patient Care Intervention Center PR Campaign (2023-2024)

- Developed and executed comprehensive public relations strategy
- Launched new social media initiatives for the organization

Cougars Cupboard Strategic Communications Plan (2024)

- Created and launched organization's Instagram presence
- Managed content creation and posting across LinkedIn, Facebook, YouTube, and X platforms
- Developed integrated social media strategy to increase community awareness and engagement