

Jessica Kincannon

Strategic Operations. Project Management. Marketing Strategy.

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Experience

Senior Project Manager | 08/24 – Present

Unbricked Communications, Inc. - Remote

- Lead projects from strategy through execution, managing timelines, budgets, and client communications to ensure on-time, on-brand delivery.
- Oversee integrated marketing campaigns across digital, print, and web channels, aligning creative, copy, and technical assets with client goals and KPIs.
- Developed and continue to refine a standardized website project process with defined timelines and client review stage gates, ensuring expectations are clear and projects stay on track.
- Manage HubSpot CRM infrastructure including contact segmentation, workflow automation, and outbound campaign deployment to support client business development.

Owner & Business Consultant | 03/19 - Present

Day & Light Creative, LLC – Remote

- Design, develop, and manage client websites across multiple platforms including Squarespace, Wix, and WordPress, handling content updates, event creation, and registration management.
- Manage financial operations for client organizations including bookkeeping, accounts payable and receivable, monthly reconciliation, vendor invoicing, and coordination with the organization's CPA.
- Maintain membership CRM including member lists, annual invoicing, purchase orders, and member communications.
- Develop email marketing campaigns, social media content, and graphic design assets for newsletters, event promotions, fundraising communications, and digital publications.

Content Specialist | 02/22 – 08/24

National Speech & Debate Association – Remote

- Led marketing campaigns end-to-end for multiple departments, managing timelines, messaging, strategy, and collaboration across email, social, print, and web.
- Served as lead content strategist for the Alumni Program, coordinating with designers and developers to execute campaigns across email, social, and web platforms.
- Managed multi-channel marketing for the Speech & Debate National Tournament including social media, email communications, influencer and celebrity outreach, media relations, and tournament app messaging.

- Partnered with the web development team to improve website navigation and user pathways for alumni, students, educators, and program participants.

Marketing & Communications Manager | 09/19 – 01/22

Oklahoma State University Career Services

- Led planning and execution of marketing and communications campaigns supporting Career Services events and programs for students, employers, faculty/staff, and alumni.
- Evaluated and implemented the Career Fair Plus app, serving as internal subject matter expert and overseeing rollout, staff training, and ongoing event configuration.
- Designed marketing collateral across digital and print channels for workshops, career fairs, and departmental initiatives.
- Developed digital engagement initiatives including video production and social media campaigns to increase awareness of Career Services programs.

Director of Marketing | 12/16 – 09/19

Visit Stillwater

- Led the development and execution of a multi-channel marketing strategy across paid, owned, and earned channels including advertising, video production, media relations, media buying, and social media.
- Streamlined processes for capturing and recording visitor data in Simpleview CRM, improving reporting and how insights informed future marketing decisions.
- Developed marketing collateral and campaign content across digital and print channels including social media, email, advertising, and event materials.

Education

Master of Science – Recreation and Tourism Management

Oklahoma State University

Bachelor of Science – Zoology

Oklahoma State University

Prior Experience

Marketing Director, Lake McMurry Natural Resource & Recreation Area | 08/14-09/16

Graduate Research Assistant, Oklahoma State University | 08/11-07/14

Educator/Support Coordinator, Museum of Nature and Science | 10/09 – 08/11

Summer Camp Educator, The Dallas Zoo | 03/09 – 10/09

Areas of Expertise

- Project Management
- Strategic Planning
- Budget Management
- Process Documentation
- Stakeholder Management
- Operations Management
- Workflow Optimization
- Client Communication
- Business Development