

# Lynnee Jacks

Communications professional with a mission to inspire meaningful exploration that leaves a positive impact.

## Contact

### Phone

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Freelance [SandstoneStories.com](https://www.sandstonestories.com)

## Skills

- Project Management
- Grant Writing
- Internal + External Communications
- Event Planning
- Research, interviews, focus groups
- Community Building
- Content Creation
- Graphic Design
- Web Design
- Videography/ Video Editing

## Education

2023

**MA, Regional Development**

University of Akureyri

2018

**BA, Communications**

Point Loma Nazarene University

## Experience

2023-Present

**Oregon Coast Visitors Association** | Oregon Coast

### Industry Communications Manager

*In my current role, I execute public communication strategies and stakeholder engagement efforts that work to foster partnerships with coastal partners to ensure alignment with organizational goals, sustainable travel initiatives, and enhance the visitor experience along the Oregon Coast.*

#### Position Highlights:

- Manage a network of coastal tourism stakeholders, keeping them informed via newsletters, social media, and website updates.
- Manage and lead the Strategic Advisory Group– a diverse stakeholder group of land and resource managers dedicated to public safety of our visitors
- Created and led the Coast Like a Local campaign in collaboration with the Strategic Advisory Group, reaching 300,000+ views and securing extensive press coverage.

#### Oregon Ocean Cluster:

- Strengthen local seafood supply chains through ongoing communications work supporting the Oregon Ocean Cluster Initiative including collaboration with Iceland's Ocean Cluster, 100% Fish, and other national and international innovators.
- Support development of conferences and gatherings aimed at stimulating conversation around local seafood, including the Oregon Economic Summit and Blue Foods Forum.

### University Centre of the Westfjords | Regional Development

- Wrote and defended a thesis entitled: **Student Housing: A Community Approach; Utilizing an Action-Research Approach to Stakeholder Representation in a Community Planning Process**. The thesis focused on utilizing stakeholder involvement as a tool to create positive change for the most vulnerable populations in a community
- Completed coursework ranging from economics to social anthropology and community engagement

## Case Studies

- [Westfjords Way Challenge](#) | International ultra-endurance cycling event concept, brand narrative, creative direction, PR, and logistics
- [Coast Like a Local](#) | Regional stewardship campaign + stakeholder communications strategy

2021 - 2023

**Cycling Westfjords** | Ísafjörður, Iceland

### Westfjords Way Challenge Communications Director

- Created a five-day stage cycling race around the Westfjords Way that integrated local culture and knowledge, effectively utilizing cycling tourism as a successful regional development strategy for the Westfjords region of Iceland
- Worked with 40+ Icelandic businesses to implement an event that positioned the Westfjords a global destination for adventure cycling, and as a model for regenerative tourism
- Developed a brand identity and voice around the concept 'More than Just a Race,' based on an innovative race format