

Contact

www.linkedin.com/in/jaclynkanderson (LinkedIn)

Top Skills

Social Media

Press Releases

Public Relations

Honors-Awards

Global PR Campaign of the Year
2012

Jaci Anderson

Director, Corporate Reputation, Starbucks
Seattle, Washington, United States

Summary

A trusted advisor and corporate communications strategist frequently coaching executive teams managing major transformations and navigating brand impacting incidents. Areas of expertise include media relations, corporate storytelling, executive management, reputation building, crisis training and simulations, internal communications and activating global reputation programs to both promote and protect brands and organizations.

Experience

Starbucks

Director, Corporate Reputation

April 2023 - Present (9 months)

Seattle, Washington, United States

Amazon

Head of Global Corporate Workplace PR

September 2019 - April 2023 (3 years 8 months)

Seattle, Washington

Edelman

Executive Vice President, Bay Area Group Head, Crisis & Reputation
Risk Management

April 2011 - August 2019 (8 years 5 months)

San Francisco Bay Area

Specialized in developing and driving corporate reputation programming, critical issues planning and preparedness, including scenario and simulation development, executive counsel and managing rapid response programs for clients such as Shell, Nissan, PayPal and Microsoft.

Served as a senior leader on the Bay Area Corporate team, leading the Bay Area Crisis & Risk group (San Francisco, Silicon Valley and Sacramento), a team of dedicated crisis practitioners working with clients ranging from start-ups to Fortune 100 companies developing corporate and crisis management

programs that protect brand reputation, preserve enterprise trust and repair reputation.

Also played a role as a leader within Edelman's activism management team. As part of her work in this area, she has served as a trusted counselor to companies such as Disney Consumer Products, Shell, The LEGO Group, The North Face, Estee Lauder and the Gap Inc. family of brands.

In her role as part of Edelman's Global Crisis & Risk Practice, Jaclyn was responsible for driving key pieces of intellectual property and programming intended to put the way Edelman approaches crisis and risk at the forefront of the industry.

The Fearey Group

Account Supervisor

June 2008 - April 2011 (2 years 11 months)

Account lead specializing in public affairs, community relations, social media and strategic public relations campaigns for clients in the non-profit, government, consumer packaged goods, corporate social responsibility and healthcare sectors. Key projects included: Swedish Neuroscience Institute, the Arthritis Foundation, the First Hill Streetcar and Seattle's Waterfront Redevelopment projects.

Barokas Public Relations

Public Relations Consultant

December 2006 - June 2008 (1 year 7 months)

Oversaw the implementation of integrated communications plans designed to elevate executive visibility and promote thought leadership. Managed relationships with high-tech clients including: HP, Redback Networks (during Ericsson acquisition) and RealNetworks.

Benevon

Public Relations Specialist

January 2006 - December 2006 (1 year)

Developed a public relations department from the ground up, focusing on garnering national and local media coverage. Maintained media requests and corporate visibility program by booking and managing speaking opportunities and appearances for executives.

Key Professional Media

Senior Editorial Assistant

February 2005 - January 2006 (1 year)

Served as senior editorial assistant to the Editor-in-Chief overseeing multiple production schedules and the management/supervision of freelance staff. Regularly contributed to the magazine and special sections that were included in host magazines such as Los Angeles Magazine, Texas Monthly and Boston Magazine. Managed hiring, payment and supervision of freelance proofreaders, writers and artists

Tiger Oak Publications

Editorial Assistant & Freelancer

September 2004 - 2006 (2 years)

Brainstormed, researched and contributed stories to all three publications in addition to carrying out extensive fact checking projects, supporting photo shoots and conducting research in support of editorial staff.

Therapeutic Associates

Freelancer

2002 - 2005 (3 years)

Served as adviser to the head of marketing and the CEO on an as needed basis. Developed newsletter content and provided marketing support.

Education

University of Oregon

B.S., Journalism with a minor in Creative Writing · (2000 - 2004)