

Kim Jackson

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Forensic Genealogist Skilled in Solving Criminal and Familial Mysteries

An empathetic truth-seeker, I am skilled at conducting genealogical research and using forensic genealogy tools and techniques to solve criminal and familial mysteries. I carefully and thoroughly investigate each case, verifying crucial details and untangling the complicated branches that exist in all family trees. I place my clients' privacy, concerns, and feelings at the forefront, and work diligently to create and nurture positive and cooperative working relationships with partner agencies and professionals.

CORE COMPETENCIES

- Genealogy Research
- Digital Marketing Strategy
- Website Design
- Website Content Creation
- Social Media Strategy
- Video Production
- Graphic Design
- Public Speaking/Speech Writing
- Email Marketing
- Print Journalism/Editing and Reporting
- Business Writing
- Forensic Genealogy Research and Case Management
- Media Spokesperson
- Media Relations
- Emergency Management
- Communications
- Crisis Communications
- Public Speaking/Speech Writing
- Community Outreach Strategy
- Marketing Research/Analysis
- Marketing Management
- Team Management
- Forensic Investigative Genetic Genealogy Research and Case Management
- External Communications
- Internal Communications
- Governmental Relations
- Public Relations
- Investor Relations
- Technical Writing
- Magazine Production
- Advertisement Marketing
- Event Planning
- Budget Management

PROFESSIONAL EXPERIENCE

FORENSIKAT INVESTIGATIVE GENEALOGY SERVICES; Houston, TX

1/24 – Present

As a practicing forensic investigative genealogist, I work with law enforcement agencies of all sizes to generate leads for unsolved violent criminal cases and unidentified human remains cases. As a forensic genealogist, I perform forensic genealogy research and case management services for medical examiner offices, non-/low-profit agencies, law firms, and individuals to:

- Find next-of-kin in unclaimed and missing person cases.
- Reunite the remains of service members with their families.
- Identify biological family members in cases of adoption, foster care, and guardianship.
- Resolve land and real estate issues.
- Assist clients seeking U.S. citizenship or dual citizenship in a foreign country.

SPACEKAT DIGITAL SERVICES; Houston, TX

1/17 – 1/24

As a digital marketing/communications consultant, I crafted custom digital marketing strategies for businesses and entrepreneurs designed to boost their online presence and increase their community of engaged supporters/customers. The tailored marketing action plans I developed used a blend of website content, digital tools, and social platforms to reach the business' target market(s) and to increase customer engagement, loyalty, and sales. I further supported clients through a broad spectrum of services, including social media strategy and implementation, website design, email marketing campaign strategy and implementation, public relations, media relations, internal and external communications, issues and subject matter research; and a variety of writing and editing products, including hard news, features, blogs/vlogs, web copy, press releases, speeches, editorials, advertising copy, product descriptions, technical articles, communication plans, PowerPoint presentations, video scripts, social media plans and posts/tweets,

financial reports, newsletters, magazine copy, corporate and project communications, and public outreach materials.

HARRIS COUNTY FLOOD CONTROL DISTRICT; Houston, TX

11/10 – 12/16

A special purpose government agency created by the Texas Legislature in 1937 to devise and implement flood damage reduction plans and projects, and to maintain bayous, creeks, and ditches in Harris County proper.

Manager, Communications Department/Public Information Officer

Served as a media spokesperson and managed media relations activities; performed as communications lead on the emergency operations team; created, managed and implemented communication strategies and plans for proposed and existing projects and studies; organized public and community meetings; coordinated with executive team, management team and project and study managers to ensure consistent communications; edited messaging for communications materials; managed the update/development of website content and social media accounts; and managed Communications Department operations.

- Developed and implemented the agency's first "Post Flood Response Plan," which outlined the processes that are implemented following a flood event, as well as participating team members and their roles, responsibilities, and goals. The plan was utilized after the Halloween Storm 2015, Tax Day Flood 2016, and Memorial Day Weekend Flood 2016.
- Conducted a search for contact management systems that stored residents' contact details, as well as allowed instant communication between the agency and the public. Implemented the system internally and integrated it into the public-facing website. The system was used to manage communications and inquiries submitted by the public, and its success resulted in management's decision to create a full-scale customer service department, an idea that was recommended by the Communications Department.
- Successfully implemented a 60 percent departmental budget cut without sacrificing production of communication products utilized in public outreach efforts or communication support services to colleague departments.
- Formed strategic partnerships with local, state, and federal governmental agencies and officials, as well as non-profit and community organizations, to advance joint projects and community relations efforts.
- Implemented the agency's inaugural social media plan, policy, and sites (Facebook, Twitter, and YouTube).
- Directed a successful effort to reconstruct the Communications Department's reputation within the agency, and to improve the departmental team's productivity and morale. The effort involved the implementation of a collaborative environment within the department, a concerted campaign to demonstrate Communications' competencies to colleague departments and upper management, and the creation of processes that streamlined departmental tasks.

Technical Writer

Researched, wrote, and pitched press releases and implemented media campaigns; analyzed, quantified, and reported media coverage; produced photos and videos for public relations and website efforts; wrote and edited copy for District brochures, project fact sheets, newsletters, and other communications materials; created website content; implemented public outreach activities.

- Increased print, digital, radio and television media coverage of Flood Control District projects and programs by approximately 50 percent over a 2-year period.
- Implemented two comprehensive media launch campaigns – one announced the agency's new Flood Education Mapping Tool website and the other promoted the new Flood Warning System website.

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The Flood Education Mapping Tool campaign's news release won an award in the Public Relations Society of America (PRSA) Houston's 2012 Excalibur Awards Program.

THE HOUSTON CHRONICLE; Houston, TX

12/00 – 11/10

A Hearst Corporation media holding, *The Houston Chronicle* is one of the largest newspapers in the United States, and provides in-depth coverage of local issues, as well as state, national and international news.

Reporter, This Week/Neighborhood News

Covered community news in Harris and Montgomery counties and wrote 4-6 articles per week; developed and nurtured relationships with school district, governmental, chamber of commerce and law enforcement officials, and community leaders; investigated issues of concern for residents; wrote blog posts for *The Houston Chronicle* website.

- Wrote more than 2,000 articles during a 10-year tenure with the newspaper, including features, news and investigative articles, and web content.
- Mentored Journalism student interns in news research, reporting and writing tactics; as well as networking, relationship development, and listening skills that lead to better coverage of community issues and events.
- Received awards of excellence for reporting/news coverage from the Klein Independent School District and Carverdale Community Association.

HOUSTON COMMUNITY NEWSPAPERS; Houston, TX

2/99 – 12/00

The Houston Community Newspapers media group published newspapers in more than 25 local communities surrounding Houston's greater metropolitan area until mid-2016, when the Hearst Corporation purchased the company and its print and digital assets.

Editor, Woodlands Villager Newspaper

Directed the production of a weekly community newspaper that had an average page count of 60 pages and circulation of 30,000 homes in south Montgomery County; assigned, wrote, and edited news and feature articles; managed editorial and photography staff; and managed a monthly editorial budget that included funds for freelance writing services, travel and participation in community and volunteer events.

- Increased community awareness of issues related to local government, education, crime, religious and spiritual communities, the arts, business and commerce and non-profit organizations/volunteer efforts.
- Received awards for newspaper layout, editorial content and headline writing from the Texas Community Newspaper Association in 2000.
- Served as a leader in the community through membership in organizations and volunteer work, such as the Woodlands Rotary Club; South Montgomery County/Woodlands Chamber of Commerce; and Montgomery County Sheriff's Department Citizens' Police Academy.

Reporter/Night Editor, Pasadena Citizen Newspaper

Covered Pasadena City Hall and wrote two news stories per day; photographed events; served as night news editor two nights per week, which included final editing and production of the daily newspaper. Increased community knowledge of city-related projects, programs, and issues in advance of City Council consideration so that residents could participate in the municipal decision-making process.

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EDUCATION

Bachelor of Arts in Journalism/Marketing Minor
Texas A&M University

University of New Haven, Henry C. Lee College of Criminal Justice and Forensic Sciences
Graduate Certificate, Forensic Genetic Genealogy
January – December 2023

International Institute of Genealogical Studies
American Records Program; DNA & Genetic Genealogy Program
September 2020 – Present

LANGUAGES

English
Conversational Spanish

GENEALOGY EDUCATION COURSES

University of New Haven, Henry C. Lee College of Criminal Justice and Forensic Sciences
Graduate Certificate, Forensic Genetic Genealogy
Forensic Biological Evidence
Forensic Genetic Genealogy
Genealogy Principles and Methods
FIGG Practicum (Unidentified Human Remains Case Study)

International Institute of Genealogical Studies
American: Census Records
American: Vital Records, Understanding and Using the Records
American: Religious Records-Part 1
American: Land Records
Analysis and Skills Mentoring Program-Part 1
DNA: Introduction to Genetic Genealogy
DNA: Autosomal DNA - Testing for Everyone
DNA: Tracing Maternal and Paternal Lines
DNA: Special Circumstances-Adoptees and Unknown Parentage
Electronic Resources: Using The Internet
Forensic Genealogy
Genealogy Ethical Guidelines and Standards
Methodology - Part 1: Getting Started
Methodology - Part 2: Organizing and Skill-Building
Organizing a One-Name Study
Organizing a One-Place Study
Skills: Transcribing, Abstracting and Extracting

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PROFESSIONAL TRAINING & CERTIFICATIONS

Stimulating Urban Renewal Through Entrepreneurship (SURESM) Program Graduate (Fall 2019)
University of Houston C. T. Bauer College of Business

Professional Learning Certificate in Genealogical Studies, Basic Level, Methodology
(June 2022)

Professional Learning Certificate in Genealogical Studies, Basic Level, DNA and Genetic Genealogy
(August 2022)

Professional Learning Certificate in Genealogical Studies, Basis Level, American Records
(September 2022)
International Institute of Genealogical Studies

National Incident Management System (NIMS) IS100.B, IS200.B, IS.700A and IS800.B
Issued by US Department of Homeland Security and Harris County Office of Emergency Management

National Incident Management System (NIMS) ICS 300, ICS 400
Issued by Texas Division of Emergency Management

Basic Public Information G290, Public Information Officer Awareness G289, JIS/JIC Planning G291
Issued by Texas Division of Emergency Management

Social Media for Natural Disaster Response and Recovery
Issued by National Disaster Preparedness Training Center

Public Information in an All-Hazards Incident

Issued by National Emergency Response and Rescue Training Center/Department of Homeland Security and Emergency Management

13 Certificates of Service: Regional JIC Exercises and Emergency Weather Events (EOC)
Issued by Harris County Office of Homeland Security and Emergency Management

Beginning and Intermediate Certifications in HTML5 and CSS3 Languages, WordPress Websites
Issued by the University of Houston Online & Special Programs

COMPUTER/TECHNICAL SKILLS

Genealogy – Lucidchart, DNA Painter, GEDmatch genetic genealogy tools; Operating Systems - Windows, Mac; Languages - HTML/CSS; Adobe Creative Suite – XD, Illustrator, Dreamweaver, Photoshop; Muse, Acrobat Pro, InDesign; Content Management Systems; Web Design – WordPress, Webflow, Squarespace, Coding; Microsoft Office - Word, Excel, Movie Maker, Outlook, PowerPoint, Publisher, SharePoint; Graphic Design; OneNote; Social Media Networking – Facebook, Hootsuite, Instagram, LinkedIn, TikTok, LivingTree, Pinterest, Google Plus, Snapchat, and Twitter.

PROFESSIONAL MEMBERSHIPS/VOLUNTEER WORK

NOKfinders Academy (member); University of New Haven FIGG Alumni Group (member); Crimestoppers of Houston (volunteer); Texas Center for the Missing (volunteer); Stimulating Urban Renewal Through Entrepreneurship (SURESM) Fellows Program (member and former board member); Houston Food Bank

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(volunteer); Harris/Galveston Regional PIO Network (member); American Red Cross (social media team volunteer); High School for Law & Justice PTO Board (Vice President; Website Designer; Secretary); Frank Black Middle School PTO Board (Vice President, Communications; Website Designer); Women Professionals in Government (former member); Hancock Elementary PTO (Holiday Party Coordinator and volunteer); Boy Scouts of America (Cub Scout Den Leader)