

Lorrie Jackson

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With almost 20 years of experience working with or in K-12 schools, Lorrie Jackson is a frequent presenter on online marketing and web strategy for independent schools. Her chapter "Marketing Through Social Media" appears in the 2011 edition of The NAIS Handbook on Marketing Independent Schools. Lorrie served as a faculty member, technology coordinator, and marketing director at two independent schools before joining Finalsight's team.