

The Culture Shift Guide

Culture-Forward Strategy for Creators, Founders & Brands

Culture Shift Group helps creators, founders, brands, and talent build meaningful brands, solve strategic challenges, and create cultural relevance.

Choose Your Shift



Strategy starts here:
hello@jaychelenicole.com

Meet Your Strategist

Hi, I'm Jaychele Nicole, founder of Culture Shift Group. With 5+ years of experience, I help creators, founders, brands, and talent build meaningful brands through thoughtful strategy, creator partnerships, and culturally relevant storytelling.

My experience spans Meta, Instagram, Pinterest, Wasserman, and Red Bull, where I've helped shape creator partnerships, social strategy, and brand development across entertainment and consumer brands.

Areas of Focus:

- Brand Strategy
- Creator Partnerships
- Entertainment Marketing
- Campaign Development
- Cultural Insights

Education:

- Dual B.S. Degrees
- Public Relations
- Diversity, Equity & Inclusion



Built Across Industries



Creator, Brand & Partnership Strategy

THE TEAM/Wasserman & Dime
Helped shape creator partnerships, campaign strategy, and brand storytelling across organizations including Meta, Instagram, Pinterest, NBA, Tissot, Adidas, Puma, and emerging talent. Developed strategic briefs, cultural insights, and partnership recommendations that connected brands with audiences in meaningful ways.



Entertainment & Experiential Marketing

Bentley Campus Activities Board, Platinum Entertainment & Red Bull
Led marketing and promotional strategies surrounding concerts, creator events, and live experiences—from artist rollouts and campus productions to large-scale brand activations. Worked with artists including DJ Mustard, Lay Bankz, Mariah the Scientist, NLE Choppa, Toosii, and A Boogie while producing experiences for thousands of attendees.



Community & Brand Growth

Meta, Instagram & Beekman 1802
Built community-first strategies through creator engagement, ambassador programs, cultural trend analysis, and social storytelling. Managed creator communities, informed social strategy, and helped brands strengthen audience relationships through content and partnerships.

In Practice: Reposition

Yaz I Independent Recording Artist

The Goal

Reposition Yaz from a recognized creator into a credible recording artist. The focus wasn't driving awareness. It was building belief.

Strategy

Created a rollout designed to reshape how audiences saw Yaz. Every recommendation helped move people from recognizing her as a creator to believing in her as an artist.

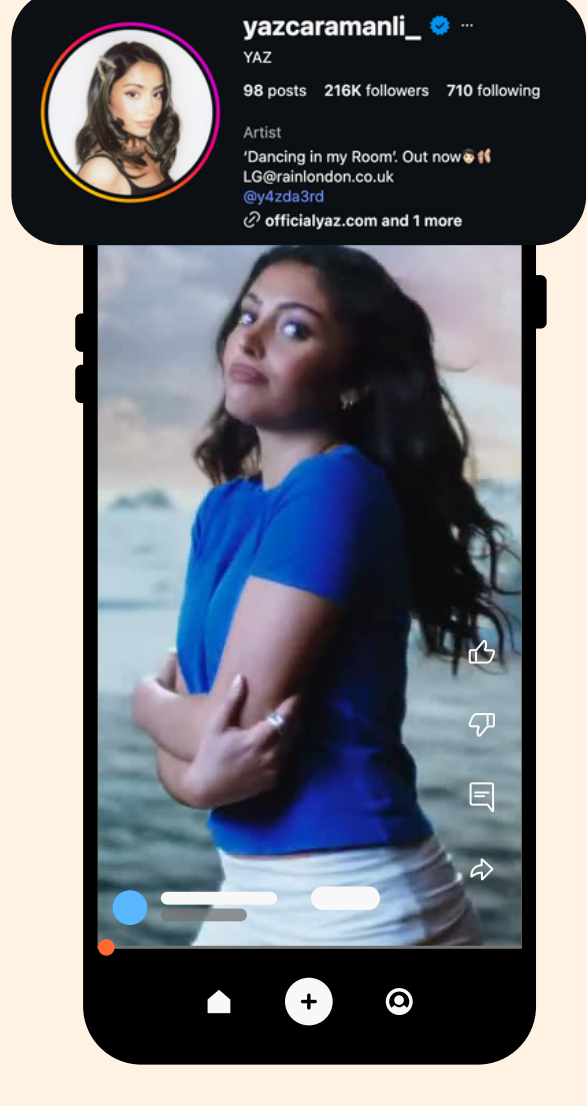
What I Delivered:

- EP Rollout Strategy
- Audience Insight Report
- Platform Strategy
- Content Framework
- Creative Guardrails

Impact:

- 260K+ highest-performing Instagram Reel
- 200K+ highest-performing TikTok
- Audience insights shaped future release and content strategy

Before asking people to stream the music, we gave them a reason to believe in the artist.



In Practice: Amplify

Platinum Entertainment Group I Entertainment Marketing

The Goal

Extend the impact of live events beyond the venue by creating content fans wanted to watch, share, and talk about.

Strategy

Focused on capturing the moments audiences naturally connected with, then turned them into platform-first content that kept artists and events part of the conversation after the show ended.

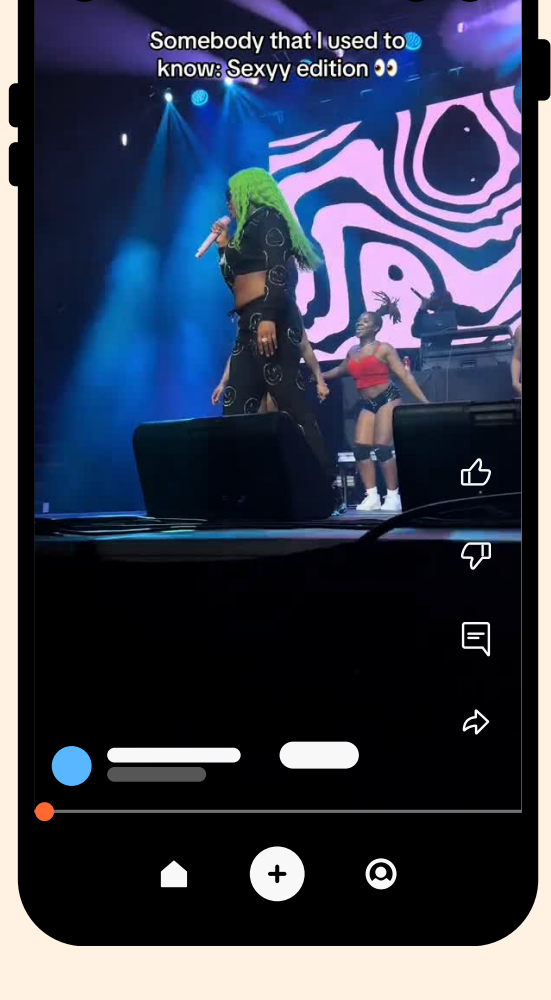
What I Delivered:

- Event Content Strategy
- Short-Form Video Production
- Live Event Coverage
- Artist Content
- Performance Reporting

Impact:

- 1.9M+ total views across all content
- 626K+ views on highest-performing TikTok
- Content produced for 7+ major Rap + R&B recording artists

Sometimes the moment everyone remembers isn't the one on the setlist.



In Practice: Connect

Meta & Instagram I Community Strategy

The Goal

Help Meta and Instagram participate in creator conversations in ways that felt timely, authentic, and true to each brand's voice.

Strategy

Monitored emerging conversations, identified cultural opportunities, and developed copy that helped Meta and Instagram engage communities in a way that felt genuine.

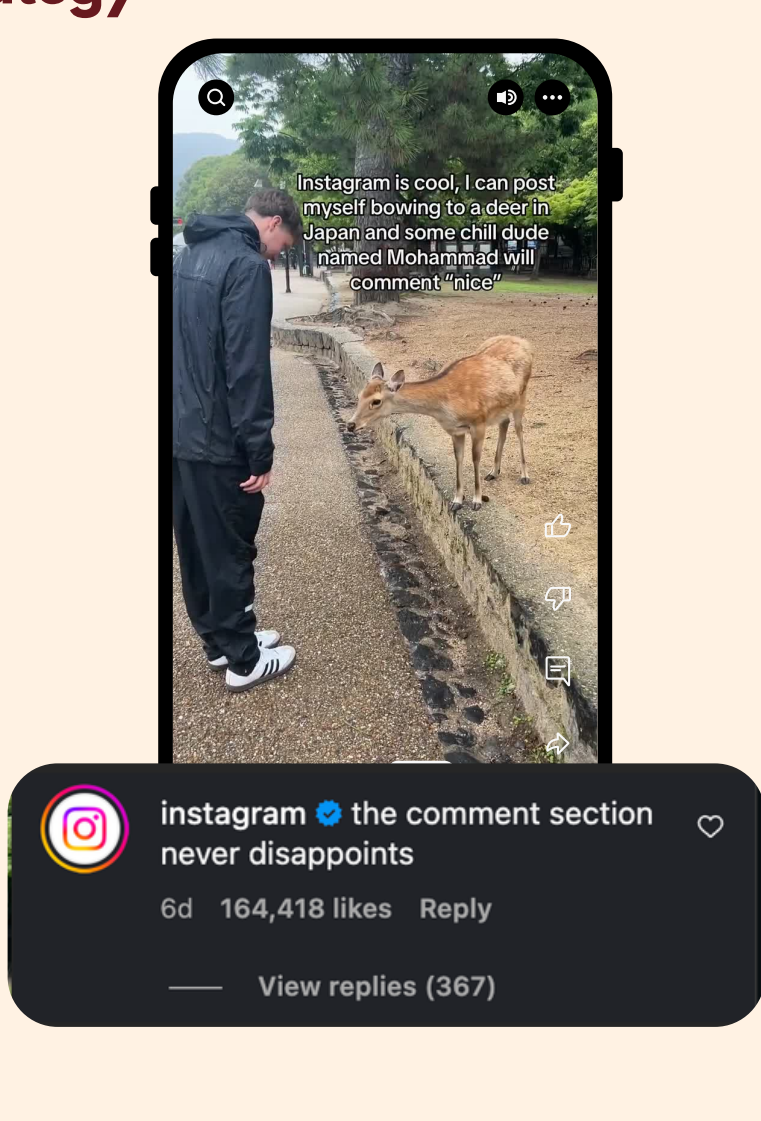
What I Delivered:

- Trend Research
- Cultural Insights
- Community Copywriting
- Opportunity Recommendations
- Community Strategy Support

Impact:

- 360+ community responses written
- 900K+ engagements generated
- Daily cultural trend identification
- Supported Meta's flagship social channels

The right words matter. The right timing matters more.



VIEW MY RESUME

Find Your Fit

If you're saying...	Start here	Investment
"I just need some quick advice."	Quick Shift™	\$75
"I need someone to help me think this through."	Deep Shift™	\$150
"I don't know what's missing."	Strategic Read™	\$250
"I need a roadmap."	The First Shift™	\$500
"I want to build my entire brand."	The Ecosystem Edit™	\$1,000
"I have one big challenge."	Culture Shift Sprint™	\$1,500
"I'm launching something."	The Cultural Rollout™	\$2,500

Recommended Service

The First Shift™

It's the best place to clarify your positioning, identify opportunities, and build a roadmap before investing in larger projects.

Most Popular

Complete strategic roadmap
90-minute presentation
10-15 page strategy deck
30-day action plan

\$500

Not sure? Email me and I'll recommend the best fit.

What It's Like to Work Together

Discovery

Every engagement starts by understanding your goals, audience, and the real challenge, not just the symptoms.

Strategy

I research your brand, identify opportunities, and build recommendations tailored to your situation.

Delivery

You'll receive a customized strategy with practical next steps you can actually implement.

Support

Questions don't end when the deck is delivered. You'll leave knowing what to do next.

What You'll Walk Away With

- ✓ A clear strategic direction
- ✓ Personalized recommendations tailored to your goals
- ✓ Custom deliverables built specifically for your brand
- ✓ Actionable next steps you can implement immediately
- ✓ Greater confidence in your positioning & decision-making
- ✓ A strategy designed for long-term growth

Where Do We Start?

Whether you're a creator, founder, brand, or business, I'd love to hear what you're building.

Tell me what you're working on, and I'll recommend the best fit.

Website

www.jaychelenicole.com

Email

hello@jaychelenicole.com

TikTok

[@jaychelee](https://www.tiktok.com/@jaychelee)

Instagram

[@thecultureshifter](https://www.instagram.com/thecultureshifter)

