

Hello, I am Jaychele!

Content Creator • Entertainment Marketer • Culture Strategist

Creating culture-first content across music, creators, live events, and entertainment.

[View My Work](#)



About Jaychele Nicole

Hi, I'm Jaychele. I'm a content creator and entertainment marketer with a passion for music, culture, and storytelling. Through creator partnerships, live event coverage, and social content, I love capturing the moments that bring fans, artists, and communities together. From concert experiences to creator campaigns, my goal is to create content that feels authentic, engaging, and worth sharing.

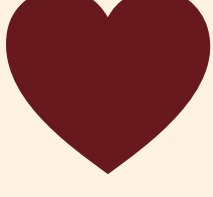


Background



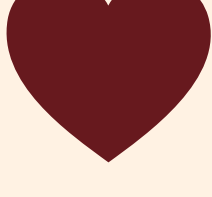
Entertainment Marketing

Platinum Entertainment Group
Created and supported digital and social promotional content for artists, events, and entertainment campaigns. Contributed to marketing efforts surrounding artists including Mariah the Scientist, A Boogie wit da Hoodie, NLE Choppa, Sleepy Hollow, and Toosii



Live Event Production & Marketing

Bentley University Campus Activities Board
Led marketing, promotion, and event production efforts for major campus entertainment experiences featuring artists and talent including Chico Bean, Wolfcasejoeyy, Mustard, and Lay Bankz, helping drive attendance, engagement, and on-site experiences.



Creator & Partnership Strategy

Wasserman / THE TEAM
Supported creator partnerships and social strategy across campaigns for Meta, Instagram, Pinterest, the NBA, and Tissot. Worked at the intersection of creators, culture, and brand storytelling, helping develop content, source talent, identify trends, and build audience-first campaigns that drive engagement and relevance.



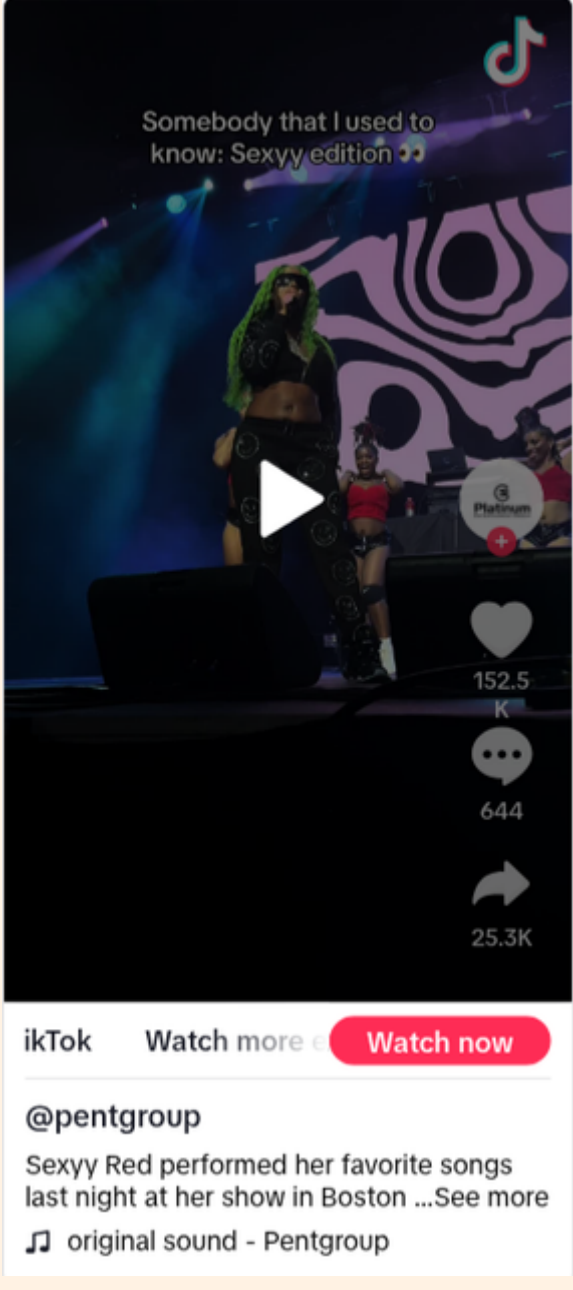
Featured Content

Content Feature	Description
Sexy Red Fan Interview Series	Conversations with attendees ahead of the show.
Sexy Red Fan Outfits Spotlight	Conversations with attendees ahead of the show.
Concert Culture Trend Edit	A creative look at live music experiences across multiple events.
Mariah the Scientist Fan Engagement	Fan engagement and reactions from the event.
Concert Day Behind-the-Scenes Vlog	A behind-the-scenes look at concert day coverage.

Content Feature	Description
Mariah the Scientist Fan Trivia	Interactive fan content centered around the artist's music.
Mariah the Scientist Live Performance Coverage	Capturing moments from a live performance.
Mariah the Scientist Setlist Reveal	Revealing the night's setlist ahead of the show.
A Boogie Setlist Reveal	Revealing the night's setlist ahead of the show.

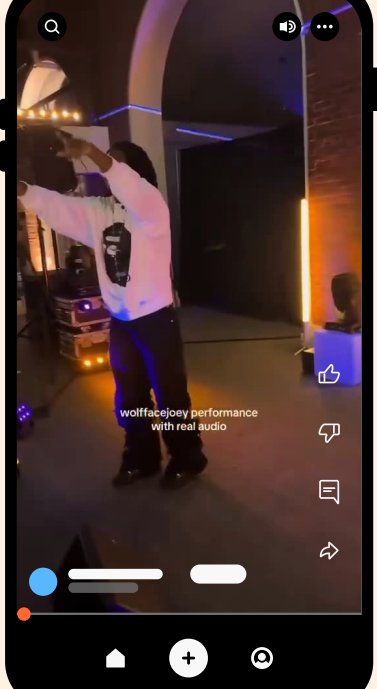
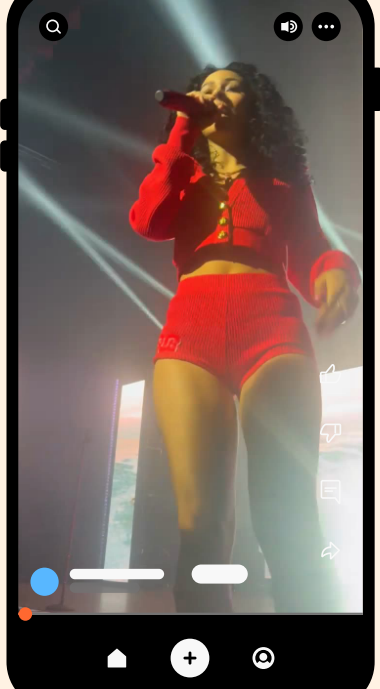
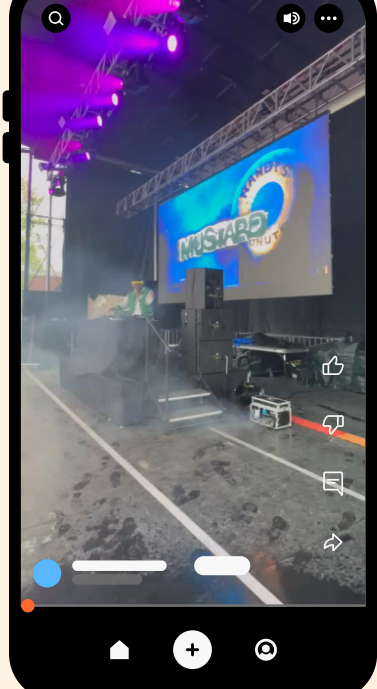
1.9M+ Views

Across entertainment and music-focused content



Additional Content Samples

Additional content spanning artists, audiences, and live events.

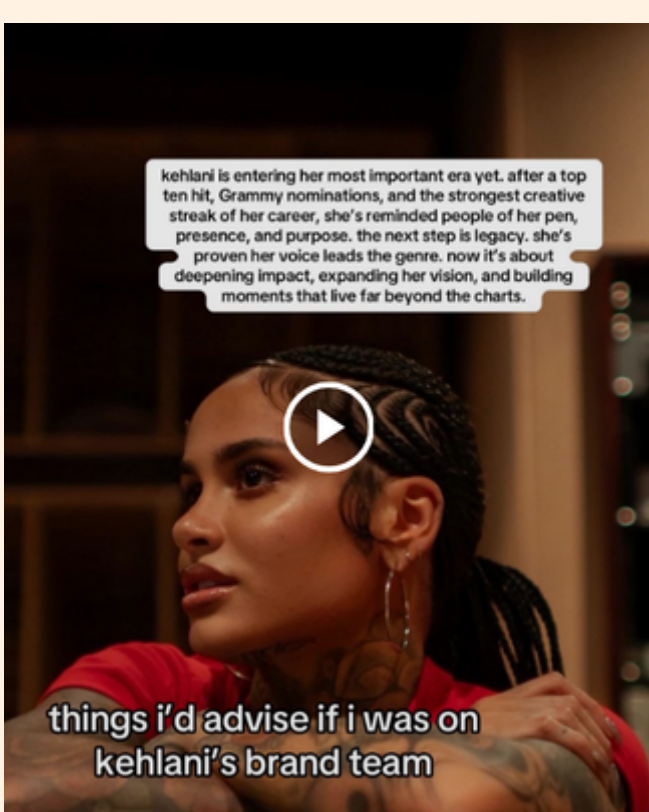


SEE MORE EXAMPLES

Cultural Commentary

1.5M+ Total Views
175.1K Likes

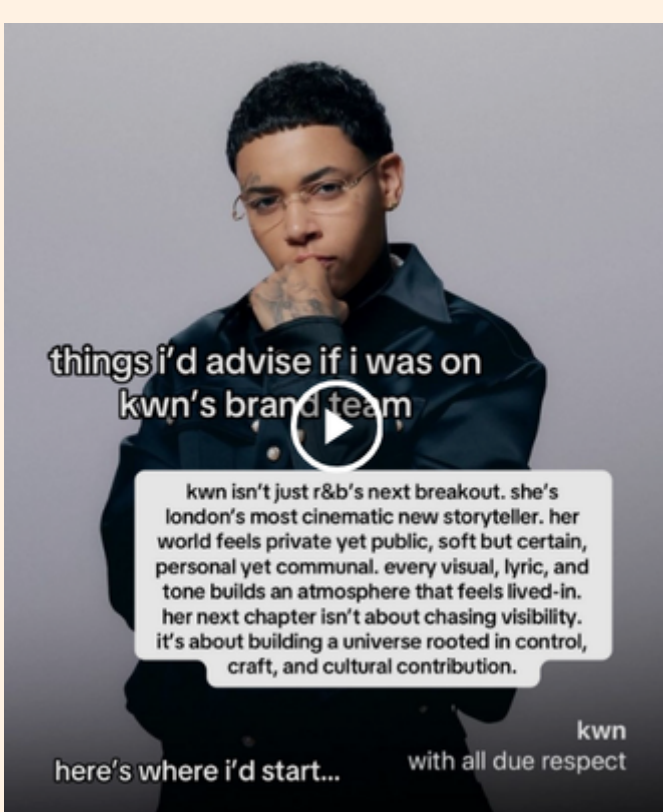
Strategy, storytelling, and artist analysis through the lens of music and culture.



Things I'd Advise if I Was on Kehlani's Brand Team
108.2K Views



The Tyler, The Creator Debate Explained
751.4K Views



Things I'd Advise if I Was on KWN's Brand Team
82.7K Views

Let's Connect!

Whether it's content creation, event coverage, creator partnerships, or simply a shared love of music and culture, I'd love to connect!

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