

Jaychele *Nicole*

CREATOR

/

CULTURAL STRATEGIST

/

FOUNDER

/

STORYTELLER

/

COMMUNITY BUILDER

"Culture is the thread."

ATLANTA, GEORGIA

PREPARED FOR
CULTURE CREATORS

I don't just watch culture move. I help decide where it *goes* next.

I'm Jaychele Nicole, a creator, cultural strategist, founder, storyteller, and community builder based in Atlanta. My work lives at the intersection of culture, the creator economy, sports, music, entertainment, branding, and community, and the thread through all of it is the same question: **what actually makes something connect?**

I started asking that question at fifteen, organizing youth-led protests and reporting on racial justice in Providence, Rhode Island. I've been asking it ever since: as a Bentley University Public Relations & DEI graduate (Summa Cum Laude, 3.84 GPA), as the founder of Culture Shift Group, as a strategist behind creator and brand work for Meta, the NBA, and Tissot, as an independent documentary filmmaker, and as a creator building my own audience one cultural breakdown at a time.

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*Jaychele's intellectual curiosity,
analytical and creative thinking, empathy,
and follow-through set her apart.*

AUBREI HAYES, MENTOR

Whether I'm advising a recording artist on repositioning, briefing a brand team on a cultural moment before it peaks, building a program that changes who gets to belong on a college campus, or breaking down a Tyler, The Creator album for my own audience, I'm doing the same work: reading people, identity, and story, and turning that read into something that moves.

I don't see these as separate lanes. I see them as one practice, applied in different rooms.

BENTLEY UNIVERSITY

B.S., Public Relations & DEI
Minors: Marketing, Sociology,
Business Administration

Summa Cum Laude · 3.84 GPA
Class of 2026

An audience I built by having a *point of view*.

Before I strategized for other people's platforms, I built my own, with cultural commentary that consistently outperforms.

1.7M+

TIKTOK VIDEO VIEWS

200K+

LIKES

5K+

COMMENTS

8K+

SHARES

~12K

FOLLOWERS ACROSS
PLATFORMS

FEATURED COMMENTARY

"Tyler, The Creator: An Analysis"

751.4K+ views

My breakdown of Tyler, The Creator's artistry and cultural positioning became my highest-performing piece of commentary: proof that sharp cultural analysis travels as far as any trend.

CONTENT PILLARS

WNBA & Women's Basketball Culture

Ongoing commentary on the league, its stars, and the business behind the game.

Pop Culture & Internet Discourse

Timeline breakdowns and media literacy on the conversations people are actually having.

Culture, Unfiltered

POV-driven takes that treat an audience like it's smart.

TIKTOK AUDIENCE



Top 25% engagement among creators with similar reach (11.6% engagement rate).

INSTAGRAM AUDIENCE



Nearly all-American audience, concentrated in the 18 to 34 age range.

Culture Shift Group: strategy for the people *building* culture.

Culture Shift Group is the cultural strategy practice I founded in January 2024, rooted in a simple belief: brands, artists, creators, and communities don't just reflect culture, they shape it, and that shift deserves a strategist who actually understands how it works.

I work with creators, founders, artists, brands, and talent on positioning, audience insight, cultural strategy, partnerships, brand development, rollout planning, and long-term ecosystem strategy, from the first discovery conversation through execution support.

WHAT I DO

POSITIONING

AUDIENCE INSIGHT

CULTURAL STRATEGY

PARTNERSHIPS

BRAND DEVELOPMENT

ROLLOUT PLANNING

ECOSYSTEM STRATEGY

\$35K+

CONSULTING REVENUE GENERATED BEFORE GRADUATION

50+

CREATOR, BRAND & ARTIST ENGAGEMENTS IN THE PIPELINE

8M+

COMBINED AUDIENCE REACH SECURED THROUGH PARTNERSHIPS

"Positioning, audience understanding, cultural insight, campaign planning, creative direction, and partnerships, for artists, creators, talent, founders, and brands."

INDEPENDENT PRACTICE · EST. JANUARY 2024 · ATLANTA, GA

Case studies in turning an artist's next chapter into a *plan*.

YAZ

EMPIRE · RAIN LONDON MGMT.

The shift: creator to recording artist

Built the strategy behind YAZ's shift in public perception, from creator to recording artist, plus full EP release planning.

AUDIENCE RESEARCH

RE-DECISION FRAMEWORK

PLATFORM STRATEGY

CONTENT Pillars

10-DAY ROLLOUT RUNWAY

EP RELEASE PLANNING

260K+

TOP INSTAGRAM REEL

200K+

TOP TIKTOK

Kanii

MASKED RECORDS / WARNER

Positioning, narrative & cultural strategy

Developed a full strategy deck for a broader artist and tour opportunity, translating cultural context into a rollout an artist and label can act on.

POSITIONING

NARRATIVE

CULTURAL STRATEGY

PRIORITY MARKETS

TOUR CONCEPTS

FAN ACTIVATIONS

ROLLOUT RECOMMENDATIONS

Strategy delivered in full. Campaign execution sits with Kanii's broader team.

SOUGHT OUT FOR STRATEGY

Capella Grey

Capitol Records, via Allepac the Family

Maiya The Don

Independent advisory relationship

ADVISORY CONVERSATIONS,
DISTINCT FROM FORMAL
CLIENT DELIVERABLES

Both have come to me directly for strategic advising: informal proof of a reputation built one right answer at a time.

Where I've put strategy to work *inside the room.*

THE·TEAM (FORMERLY WASSERMAN)

META

INSTAGRAM

PINTEREST

NBA

TISSOT

Across two roles spanning creator partnerships and social and community strategy, I turned cultural insight into creator recommendations, campaign briefs, and real-time content for some of the biggest names in sports, tech, and fashion.

498

OUTBOUNDS

4.36M+

ENGAGEMENTS GENERATED

20+

CREATOR & BRAND
RECOMMENDATIONS DELIVERED

11.4K+

ENGAGEMENTS ON 3 PUBLISHED
CONCEPTS

Outbounds: platform-native brand responses and community engagements sourced, written, and executed across Instagram and Instagram for Business.

ALSO ACROSS THE META ECOSYSTEM

Threads · Facebook · WhatsApp · WhatsApp for Business · Ray-Ban Meta · Oakley Meta · Meta Glasses

“*Five of the year's twelve highest engagement outbounds were Jaychele's.*”

TEAMMATE FEEDBACK, THE·TEAM

The Dime Agency : Talent & Brand Partnerships

Talent: the O'Neals, Brenden Rice, Darnay Holmes (NFL/NCAA) ·

Brands: Adidas, Puma, PacSun, Essentials, Fear of God

Platinum Entertainment Group : Entertainment Marketing

10+ concert & tour campaigns for Tems, Mariah the Scientist, A Boogie, Fivio Foreign, NLE Choppa, Luh Tyler, 41, Jenn Carter, Kyle Richh & TaTa

Beekman 1802 : Corporate Community Ops

Grew the Kindness Krew ambassador community to **2,000+ members**, with a **264% increase** in earned media value during tenure

Red Bull : Field Marketing & Activations

50+ activations across sports, entertainment, nightlife, campus & community, with **2,500+ samples** distributed across the Northeast

Before I strategized culture for brands, I was *building* it on campus.

Black Admitted Students Day

Created BASD to give admitted Black students the community experience that actually shapes enrollment. Now recurring Bentley programming with **3 years of presidential funding**. The class it touched ran **6%** Black first-year enrollment versus a typical 4%.

First Black History Month Concert

Built the concept, led artist selection, and produced Bentley's first-ever Black History Month concert, featuring Wolffacejoeyy, from budget through after-party.

Boston Celtics x Bentley

Helped Black United Body become one of the first student organizations inside Bentley's Celtics partnership: **20+ Boston high schoolers** at Celtics HQ and courtside at TD Garden with four Black women leaders in sports business.

Black United Body, DEI Chair

Turned a member needs assessment into BUB's first formal **two-year DE&I strategic plan**, with pillars, timelines, and measures.

Spring Day, Live

Produced Bentley's **\$220K+** flagship live program, featuring DJ Mustard and **4,200+ attendees**, including real-time crisis management when scheduled opener Lay Bankz could not travel.

SIX CONSECUTIVE SEMESTERS

Guest teaching Bentley's Social Problems course

Connecting race, culture, gender, business, and technology to the moment: from NIL and influencer pay to A'ja Wilson's Nike deal, Love Island casting, and AI bias. Grounded in ongoing research on Black women in hip-hop, social media & cultural appropriation, reality TV & representation, women's sports, and creator-economy equity.

SERVICE & SISTERHOOD

Alpha Kappa Alpha Sorority, Incorporated

Epsilon Chapter · Initiated Spring 2026

1st in 30 Years

FIRST BENTLEY WOMAN INITIATED INTO AKA IN THREE DECADES

3rd Ever

THIRD BENTLEY WOMAN EVER TO BECOME A MEMBER

FEATURED BOOK CHAPTER

Unbossed: How Black Girls Are Leading the Way

Khristi Lauren Adams, 2022

Chapter 5: *"Mobilizing for Change: The Adaptive Leadership of Jaychele Nicole Schenck,"* pp. 85 to 101

A full chapter of a published book, not a mention, profiling the organizing and leadership that shaped everything that came after.

SELECTED PRESS & FEATURES

Her Campus: *"These Ambitious Gen Zers Are Opting Out of Summer Internships"* (on building Culture Shift Group instead)

Wrestling Inc.: *"Talent From AEW, Impact Featured On 'Wrestling With Whiteness'"*

Rhode Island PBS: *"A Lively Experiment,"* Season 35 (broadcast interview)

Providence Journal: *"Providence 15-Year-Old Is Already a Success Story"* (2019, the earliest marker of a leadership story now six years and counting)

WGBH: *"Colleges Quietly Review DEI Majors and Courses"* (2025, studying DEI as the field faces pressure)

GateCrashers: *"Wrestling With Whiteness: An Interview with Jaychele Nicole"* (2022)

Bentley University: *"Bentley Partners with Boston Celtics"* (Celtics partnership coverage)

FEATURED RECOGNITION

**Her Campus x e.l.f.
Cosmetics
22 Under 22
Class of 2024**

20+ HONORS & RECOGNITIONS

LEADERSHIP & IMPACT

Emerging Alumni Leadership Award, Bentley '26
Dr. Earl L. Avery MLK Leadership Award, '25
MCC Outstanding Service Award, '25
NASPA Catch a Rising Star (2x), '24
Falcon Society, '25

CREATIVE & ACADEMIC

Excellence in Brand Design Award, '26
Best Youth Director, Newark Int'l Film Fest., '22
Tri-Alpha Honor Society · Dean's Scholar (4 yrs)
5x President's List · 3x Dean's List
Emma Bowen Fellow (2x) · T. Howard Fellow (2x)

FEATURED FILM

Wrestling With Whiteness

An independent documentary I wrote, directed, produced, and edited while still in high school, examining Black identity in professional wrestling.

Built entirely from scratch, with interviews from talent connected to WWE, AEW, and TNA.

BEST YOUTH DIRECTOR, NEWARK INT'L FILM FESTIVAL, 2022

OFFICIAL SELECTION, STUDENT WORLD IMPACT FILM FESTIVAL

SOLO-PRODUCED

Research & Outreach

Interviews

Writing & Directing

Producing & Editing

Publicity

CREATOR PARTNERSHIPS

Direct creator partnerships built through my own audience, distinct from the agency and corporate brand work above.

BEEKMAN 1802

KATE SPADE NEW YORK

SAALT

THAYERS

BREAKINGT

THE ECOSYSTEM, AT A GLANCE

CORPORATE / AGENCY

Meta, Instagram, Pinterest, NBA, Tissot,
Red Bull, Adidas, Puma, Fear of God,
PacSun, Essentials

DIRECT CREATOR PARTNERSHIPS

Beekman 1802, Kate Spade New York,
Saalt, Thayers, BreakingT

CULTURE SHIFT / ARTIST STRATEGY

YAZ, Kanii, Capella Grey (advisory),
Maiya The Don (advisory)

Culture is the thread. *Let's pull it together.*

GET IN TOUCH

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Atlanta, GA

LINKS

www.jaychelenicole.com

beacons.ai/jaychele: Portfolio & Culture Shift Group

beacons.ai/jaychele/mediakit: Media Kit

LinkedIn: @jaycheleee

TikTok & Instagram: @jaycheleee