

Jaychele Nicole Schenck

Culture-First Entertainment Marketing & Social Strategist

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STRATEGY & ENTREPRENEURIAL EXPERIENCE:

Culture Shift Group | *Founder & Talent + Brand Strategist*

Jan 2024 – Present

- Develop artist, creator, and brand positioning strategies, building rollout plans, audience insight reports, platform strategies, and creative frameworks across 50+ client engagements that strengthen cultural relevance and long-term brand identity
- Lead creator and talent partnerships spanning 8M+ combined reach, aligning campaigns, partnerships, and launch strategy to generate \$50K+ in revenue while leveraging a 6.5K platform generating 1M+ views and cultural influence across platforms

PROFESSIONAL EXPERIENCE:

THE TEAM (formerly Wasserman), *Social Media Management Intern*

May 2026 – Aug 2026

- Shaped the real-time social presence of Instagram, Instagram for Business, and Meta Glasses by translating cultural moments into 360+ platform-native engagements that generated 1M+ interactions and strengthened audience connection at scale
- Identified emerging cultural trends and creator conversations, pitching real-time engagement opportunities that informed Instagram's participation in internet culture and strengthened brand relevance during key cultural moments worldwide

THE TEAM (formerly Wasserman), *Creator & Brand Partnerships Intern*

Sep 2025 – Dec 2025

- Developed strategic recommendations across 20+ culture-led campaigns for Meta, NBA, Tissot, and Pinterest by translating creator insights, audience behavior, and cultural trends into partnerships, including Meta Hyperscape and Pinterest Holiday '25
- Built strategic decks, briefs, and cultural POVs translating internet culture and audience insights into strategy; leveraged CreatorIQ to evaluate creators and contributed to the BioAdvanced RFP, earning recognition for speed and cultural insight

Red Bull, *Field Marketing Associate (Student Marketeer)*

Jul 2025 – Dec 2025

- Brought Red Bull to 50+ live entertainment, sports, and cultural experiences across Massachusetts and Rhode Island, creating authentic brand touchpoints that connected with audiences through music, community, and experiential marketing
- Identified and secured high-impact music, sports, and cultural partnerships to expand Red Bull's presence across the Northeast

Beekman 1802, *Community & Influencer Management Intern*

Apr 2024 – Nov 2024

- Mobilized a 2,000+ member ambassador community through creator campaigns, UGC, and cross-channel activations, driving engagement, strengthening brand advocacy, accelerating community growth, and fostering authentic audience connections
- Managed creator partnerships across Tribe, Upfluence, and Duel, leveraging creator insights to drive 264% community growth

The Dime Agency, *Talent & Brand Partnerships Intern*

Jun 2024 – Jul 2024

- Developed strategic partnership opportunities for high-profile creators and NCAA/NFL athletes, aligning talent with culturally relevant brands and supporting pitch strategy for cross-industry collaborations and long-term strategic partnerships
- Executed partnership campaigns with Adidas, Puma, Essentials, Fear of God, and PacSun, coordinating talent deliverables

Platinum Entertainment Group, *Digital Marketing Intern (Artist Campaigns)*

Jan 2024 – Jun 2024

- Directed TikTok and Instagram strategy supporting 10+ hip-hop and R&B campaigns featuring NLE Choppa, A Boogie, Mariah the Scientist, Toosii, Luh Tyler, and 41, increasing promotional engagement by 30% across 19K+ followers
- Developed multi-channel rollout strategies defining release timelines, audience targeting, and promotional tactics while managing budgets up to \$15K supporting artist promotion, live events, tour marketing, and audience engagement

LEADERSHIP & STRATEGIC INITIATIVES:

Bentley University, *Cultural Programming Lead*

Sep 2022 – May 2025

- Produced large-scale cultural, entertainment, and recruitment initiatives across campus, managing \$270K+ in combined budgets while launching institutional programs, booking national talent including DJ Mustard, Lay Bankz, and Chico Bean, engaging 4,200+ attendees, driving campus-wide engagement and contributing to a 50% increase in Black student enrollment

EDUCATION:

Bentley University, Waltham, MA | **GPA: 3.82/4.00**

May 2026

B.S. Public Relations, Summa Cum Laude | **Minors:** Marketing, Sociology, Business Administration

Honors & Awards: Alpha Kappa Alpha Sorority, Incorporated Member, 2025 Falcon Society Inductee, Her Campus x e.l.f. "22 Under 22," Emerging Alumni Leader Award, Outstanding Service Award (MCC), 2x NASPA Catch a Rising Star

SKILLS AND TOOLS:

Core Competencies: Artist Rollouts & Campaign Strategy, Creator & Talent Partnerships, Cultural Insights & Trend Forecasting, Creative Brief & Deck Development, Live Event & Experiential Marketing, Audience Insights & Growth

Technical Tools: CreatorIQ, Meta Business Suite, TikTok Ads Manager, Airtable, Notion, Asana, Tribe, Upfluence, Duel, Microsoft Excel, PowerPoint, Google Sheets, Google Slides, Social & Audience Analytics, CRM Platforms