

Jaychele Nicole Schenck

Experiential Marketing & Event Production Strategist

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STRATEGY & ENTREPRENEURIAL EXPERIENCE:

Culture Shift Group | Founder & Talent + Brand Strategist

Jan 2024 – Present

- Manage 50+ client engagements from intake through final delivery, coordinating research, creative development, timelines, client communications, presentations, and campaign execution across entertainment, creator, and brand marketing
- 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

- Coordinated social execution for Instagram, Instagram for Business, and Meta Glasses across 410 content opportunities resulting in 4.1M+ engagements, managing sourcing, copy development, quality assurance, deadlines, and approvals
- 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

- Executed 50+ entertainment, sports, campus, nightlife, and community activations across Massachusetts and Rhode Island, coordinating setup, distribution, audience engagement, logistics, and post-event reporting while distributing 2,500+ samples
- Identified and secured music, sports, and cultural activation opportunities, coordinating with venue contacts, partners, and internal teams to expand Red Bull's presence across priority Northeast markets through targeted community engagement

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

- Managed cross-platform digital campaign execution for 10+ hip-hop and R&B concerts and tour stops featuring NLE Choppa, A Boogie, and Mariah The Scientist, coordinating content calendars, rollout timelines, creative assets, publishing workflows, audience targeting, performance tracking, and budgets up to \$15K, increasing engagement 30% across 19K+ followers

LEADERSHIP & STRATEGIC INITIATIVES:

Bentley University, Cultural Programming Lead

Sep 2022 – May 2025

- Produced integrated campaigns and live experiences featuring DJ Mustard, Lay Bankz, and Chico Bean, overseeing talent booking, creative assets, vendor coordination, production schedules, event logistics, staffing, stakeholder communications and approvals, and on-site execution for a \$220K program reaching 4,200+ attendees while maintaining brand standards

EDUCATION:

Bentley University, Waltham, MA | GPA: 3.84/4.00

May 2026

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

Affiliations & Honors: Alpha Kappa Alpha Sorority, Incorporated, Member (Spring 2026) | Her Campus x e.l.f. "22 Under 22" | Falcon Society Inductee | Emerging Alumni Leader Award | 2x Emma Bowen Fellow | 2x T. Howard Fellow

SKILLS AND TOOLS:

Core Competencies: Event Planning & On-Site Execution, Experiential Marketing, Vendor & Partner Coordination, Event Logistics, Brand Activations, Talent & Brand Ambassador Coordination, Budget & Timeline Management, Activation Recaps, Client Communication, Project Management, Inventory & Asset Management, Event Staffing

Technical Tools: Microsoft Excel, PowerPoint, Word, Google Sheets, Slides, and Docs, Asana, Airtable, Notion, Canva, Adobe Creative Suite, Meta Business Suite, CRM Platforms, Event Registration & Inventory Systems