

Jaychele Nicole Schenck

Influencer Marketing, Creator Partnerships & Community Strategist

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PROFESSIONAL EXPERIENCE:

Culture Shift Group, *Founder & Creator Partnerships Strategist*

Jan 2024 – Present

- Lead creator and brand partnerships across a 50+ prospect and client pipeline, managing outreach, briefs, influencer contracts, stakeholder communications, deliverables, approvals, timelines, and campaign execution from pitch to completion
- Secure and coordinate talent-brand collaborations reaching audiences of 8M+, aligning creator fit and content strategy with brand objectives to generate \$35K+ in revenue; built a 6.5K+ creator community and generated 1.5M+ views

THE TEAM (formerly Wasserman)

Social Media Management Intern

Jun 2026 – Aug 2026

- Managed high-volume community management workflows for Instagram and Instagram for Business, sourcing relevant conversations and writing on-brand responses across 410 opportunities that generated 4.1M+ engagements
- Coordinated concurrent content sourcing, community engagement, copy development, tracking, tagging, quality assurance, performance monitoring, and cross-functional approvals, ensuring distinct brand voices and editorial standards

Creator & Brand Partnerships Intern

Sep 2025 – Dec 2025

- Developed 20+ creator and campaign briefs for Meta, NBA, Tissot, and Pinterest, researching and evaluating creators for brand and audience fit, building talent lists, and translating CreatorIQ performance data, platform trends, and cultural insights into creator recommendations, partnership opportunities, and campaign strategy for social-first cross-platform activations
- Built strategic decks, cultural POVs, and creator-led concepts while coordinating research, creative assets, stakeholder feedback, and quick-turn deliverables across strategy, creative, partnerships, and account teams, supporting culturally relevant, insight-driven creator campaign execution for launches including Meta Hyperscape and Pinterest Holiday '25

Beekman 1802, *Community & Influencer Management Intern*

Apr 2024 – Nov 2024

- Managed creator outreach, screening, and onboarding for the 2,000+ Kindness Krew ambassador community, providing customer support and campaign communications through email and Geneva, answering questions, sharing campaign guidelines and updates, and maintaining creator relationships with timely follow-up across major product launch campaigns
- Reviewed and approved UGC for brand alignment through a points-based rewards program and executed creator campaigns, contests, and giveaways across Tribe, Upfluence, and Duel, coordinating creator participation and tracking content submissions, deliverables, approvals, timelines, and performance to increase earned media value by 264%

The Dime Agency, *Talent & Brand Partnerships Intern*

Jun 2024 – Jul 2024

- Researched, sourced, and evaluated influencers and NCAA/NFL athletes for brand partnerships, building talent lists and developing pitches based on audience fit, brand alignment, cultural relevance, platform presence, and campaign objectives
- Supported creator partnerships with Adidas, Puma, Essentials, and Fear of God by coordinating creative concepts, campaign assets, content deliverables, and internal tracking from campaign planning through execution across concurrent campaigns

Platinum Entertainment Group, *Digital Marketing Intern*

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 to increase engagement by 30% across 19K+ followers

LEADERSHIP EXPERIENCE:

Campus Activities Board, *VP of Inclusion & Belonging / Production Chair*

Apr 2024 – May 2025

- Produced campaigns and live experiences featuring DJ Mustard, Lay Bankz, and Chico Bean, managing creative assets, vendors, logistics, timelines, stakeholder approvals, and on-site execution for a \$220K program reaching 4,200+ attendees

EDUCATION:

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

May 2026

B.S. in 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: Influencer & Creator Marketing, Creator Sourcing, Vetting & Outreach, Talent & Brand Partnerships, Community & Ambassador Management, Creator Relationship Management, Campaign Execution & Project Management, Content Review & Approvals, Contract & Deliverable Tracking, Analytics & Reporting

Platforms & Tools: Instagram, TikTok, YouTube, Snapchat, Threads, X (Twitter), Facebook, LinkedIn, CreatorIQ, Tribe, Upfluence, Duel, Geneva, Notion, Airtable, Asana, Google Workspace, Microsoft Excel & PowerPoint, Canva