

Jaychele Nicole Schenck

Social Media, Content & Community Strategist

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PROFESSIONAL EXPERIENCE:

Culture Shift Group, Founder & Social Media Strategist

Jan 2024 – Present

- Lead organic social and campaign strategy across a pipeline of 50+ prospects and clients, developing creative briefs, platform-native channel plans, content calendars, and rollout strategies while managing stakeholder feedback, timelines, assets, approvals, and deliverables from brief through execution
- Concept, shoot, edit, write, and publish social-first content across owned channels, using performance insights to refine future creative and build a community of 6.5K+ followers with 1.5M+ views; secured talent-brand collaborations across audiences totaling 8M+ reach and generated \$35K+ in revenue

THE TEAM (formerly Wasserman)

Social Media Management Intern

Jun 2026 – Aug 2026

- Owned content sourcing and platform-native copywriting for community engagement across Instagram and Instagram for Business, identifying relevant posts and developing responses across 410 opportunities that generated 4.1M+ engagements
- Monitored emerging trends, viral conversations, platform behavior, and cultural moments to develop trend briefs, strategic recommendations, and real-time content pitches for Meta brands including Instagram, Threads, Facebook, WhatsApp, WhatsApp for Business, Ray-Ban Meta, Oakley Meta, and Meta Glasses; three concepts were selected for publication by Instagram and Threads, generating 11.4K+ engagements
- Managed multiple daily workstreams across content sourcing, community engagement, copy development, internal tracking, tagging, quality assurance, performance monitoring, and cross-functional approvals while maintaining each channel's distinct brand voice and editorial standards

Creator & Brand Partnerships Intern

Sep 2025 – Dec 2025

- Developed 20+ social-first creator and campaign briefs for Meta, NBA, Tissot, and Pinterest, translating platform trends, CreatorIQ performance data, audience alignment, and cultural relevance into platform-native content concepts, creator recommendations, and campaign direction for launches including Meta Hyperscape and Pinterest Holiday '25

Beekman 1802, Community & Influencer Management Intern

Apr 2024 – Nov 2024

- Managed day-to-day community engagement for 2,000+ Kindness Krew ambassadors and coordinated creator campaigns across Tribe, Upfluence, and Duel, executing UGC, contests, and giveaways while tracking content deliverables, approvals, timelines, and performance to increase earned media value by 264%

Platinum Entertainment Group, Digital Marketing Intern

Jan 2024 – Jun 2024

- Managed organic TikTok and Instagram strategy promoting 10+ hip-hop and R&B concerts and tour stops featuring artists including NLE Choppa, A Boogie, and Mariah The Scientist, maintaining platform-native content plans, calendars, and publishing workflows that increased promotional engagement by 30% across 19K+ followers
- Provided on-site social media coverage at live concerts, capturing, editing, writing, and publishing real-time Stories, Reels, graphics, and behind-the-scenes content to highlight performances, audience moments, and the event experience
- Developed and presented digital campaign strategies for 10+ live entertainment events, coordinating rollout timelines, creative assets, audience targeting, content distribution, and promotional tactics across campaign budgets of up to \$15K

LEADERSHIP EXPERIENCE:

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

Apr 2024 – May 2025

- Led integrated promotion and on-site social media coverage for concerts and comedy events featuring DJ Mustard, Lay Bankz, and Chico Bean, creating and publishing social-first content while coordinating creative assets, vendors, timelines, and cross-functional approvals 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: Social Media Strategy & Channel Management, Social-First Content Creation & Publishing, Platform-Native Copywriting, Community Management & Social Listening, Trend Monitoring & Real-Time Content, Content Calendars & Project Management, Creator Coordination, Analytics & Reporting

Platforms & Tools: Instagram, TikTok, Threads, X (Twitter), Facebook, LinkedIn, YouTube Shorts, Snapchat; Meta Business Suite, Sprout Social, CapCut, Canva, Adobe Photoshop, Adobe Illustrator, Figma, Asana, Airtable, Notion