

JAYYIAH COLES

CONTACT

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SKILLS

- Strategic Content & Editorial Planning
- Social Media Trend Analysis & Forecasting
- Brand Personality Development & Positioning
- Digital & Multimedia Content Development
- Copywriting & Editorial Oversight
- Marketing & Audience Engagement Strategies
- Email Marketing & Campaign Strategy
- Marketing Analytics & Performance Reporting

Strategic communications and social media professional with 5 years of experience leading digital campaigns, brand storytelling, and audience growth for agency clients and nonprofit organizations. Expertise in content strategy, social media management, and narrative driven campaigns that strengthen brand voice and community engagement. Known for combining marketing strategy with documentary style storytelling to create content that drives visibility, connection, and measurable impact.

WORK HISTORY

January 2026 - Current

Communications Specialist *Children Of Promise*, NYC, New York, NY

- Lead internal and external communications across the organization, developing messaging, executive communications, and strategic content that strengthens engagement with families, partners, donors, and community stakeholders.
- Conceptualize, produce, and direct documentary style storytelling, including original video series and narrative driven campaigns that elevate the voices and lived experiences of children and families impacted by incarceration.
- Manage digital and social media content strategy, creating mission driven campaigns that expand brand visibility, deepen audience engagement, and position the organization as a leading voice in advocacy and community support.
- Translate program impact into compelling narratives, multimedia content, and campaign initiatives that support fundraising efforts, partnerships, and broader public awareness of the organization's work.

June 2024 - February 2025

Social Media Manager - *Looney Tunes & Amazon Movement Strategy*, New York, New York (Remote)

- Executed multi platform social media strategies for major brand clients including @Amazon and @LooneyTunes, driving increased engagement, brand visibility, and cross platform audience growth through trend aligned content and campaign execution.
- Led end to end content calendar strategy and management, aligning social content with product launches, promotional campaigns, and global marketing initiatives to maximize reach and engagement.
- Managed publishing workflows and product link accuracy for Amazon's social channels, ensuring seamless integration between social content and ecommerce objectives to drive traffic and maintain accurate product visibility.
- Utilized social listening and platform analytics to monitor brand sentiment, identify emerging trends, and inform real time community engagement and content strategy for both brands.

November 2021 - November 2025

Senior Social Media Strategist *Jay Suites*

- Pioneered, executed, and supervised intricate content strategies, effectively nurturing brand identity through sustained long-term campaigns and dynamic short-term initiatives.
- Engineered a precision-focused content blueprint, strategically positioning the organization as the definitive leader in New York City's office space and meeting room sector.
- Orchestrated the creation and enforcement of uniform social media management protocols, policies, and guidelines, ensuring seamless cohesion and consistency across diverse social platforms.
- Strategically set objectives to optimize customer retention, boost brand prominence, and drive exponential traffic across all social media channels.

August 2022 - August 2023

Social Media Strategist *ICUC.Social (Dentsu)*

- Devised and executed cutting-edge social brand and content strategies that seamlessly aligned with the overall marketing objectives of major healthcare client's overall marketing objectives, including @teladochealth and @livongo
- Formulated and executed a comprehensive growth strategy for social media platforms, particularly Facebook and Instagram, encompassing both short-term and long-term objectives
- Streamlined the end-to-end process for ideation, creation, editing, approval, and launch of social media content, ensuring an efficient workflow
- Prepared detailed social media analytic reports, utilizing advanced tools and techniques, to provide comprehensive insights on key performance metrics, audience engagement, and campaign effectiveness to inform future strategies.

February 2022 - July 2022

Social Media Manager *QuallsBenson Advertising*

- Collaborated with marketing leadership and creative teams to produce high-impact social content promoting real estate developments across all platforms.
- Developed, wrote, scheduled, and managed branded content for Instagram, Facebook, TikTok, and Twitter to drive engagement and awareness.
- Set social marketing goals and analyzed performance metrics to optimize content strategy and improve results.
- Monitored industry trends and competitor campaigns to identify opportunities and inform future content direction.
- Delivered regular insights and reports to guide strategic decision-making and strengthen overall digital presence.

EDUCATION

Bachelor of Science Communications-Media Studies
CUNY College of Staten Island, Staten Island, NY