

JAYYIAH COLES

CONTACT

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WEBSITES, PORTFOLIOS, PROFILES

- jayyiah.journoportfolio.com

SKILLS

Strategic Planning

Marketing and Advertising Strategies

Social Media Trend Analysis &
Forecasting

Brand Personality Development

Digital Content Development

Articulate Communications

Marketing Analytics

Copywriting

Email Marketing

Seasoned Social Media Strategist with 5 years of extensive experience in owning, directing, and delivering social media excellence for major agency clients. Practiced in conceptualizing marketing campaigns, creating social playbooks, designing unique content, and writing engaging and compelling social messaging. Recognized for digital storytelling, as well as driving and setting industry benchmarks for brands.

PROFESSIONAL EXPERIENCE

Jay Suites - 2 yrs 5 mos

Senior Social Media Strategist

November 2021 - Current

- Strategically set objectives to optimize customer retention, boost brand prominence, and drive exponential traffic across all social media channels.
- 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.

WhenLoveWorks Dynamically - 1 yr 1 mo

Media Manager

March 2023 - Current

- Formulated robust media strategies precisely tailored to marketing objectives and target demographics.
- Directed impactful media campaigns, yielding a notable 30% surge in brand recognition and a 20% enhancement in customer engagement.
- Utilized data-driven insights to fine-tune media strategies, achieving a significant 15% uptick in conversion rates.
- Fostered seamless collaboration with cross-functional teams, ensuring alignment of media initiatives with overarching business goals, thereby reinforcing a unified brand message.

ICUC.Social (Dentsu) - 1 yr 0 mos

Social Media Strategist

August 2022 - August 2023

- Devised and executed cutting-edge social brand and content strategies that seamlessly aligned with major healthcare client's overall marketing objectives
- Formulated and executed a comprehensive growth strategy for social media platforms, particularly Facebook and Instagram, encompassing both short-term and long-term goals

- Streamlined the end-to-end process for ideation, creation, editing, approval, and launch of social media content, ensuring a seamless 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, facilitating data-driven decision making and optimizing social media strategies.

QuallsBenson Advertising - 0 yrs 5 mos

Social Media Manager

February 2022 - July 2022

- Collaborated closely with the marketing team, ranging from the director of visual media to the creative team, to curate captivating content for all social channels, effectively promoting and advertising real estate developments
- Developed, wrote, scheduled, and coordinated compelling social media content that aligned with the brand and delivered tangible results across various platforms, including Instagram, Facebook, TikTok, and Twitter
- Established social marketing goals and diligently monitored analytics to measure progress and continuously optimize the social media strategy
- Proactively tracked social trends and meticulously monitored successful competitor social media campaigns, providing regular reports and insights to inform future strategies.

NYS Assembly - 0 yrs 8 mos

Social Media Manager - The Bronx, NY

August 2021 - April 2022

- Strategically manage social media presence for New York State Assembly member, ensuring consistent branding and messaging across platforms.
- Develop and implement content calendars aligned with legislative priorities and community engagement initiatives.
- Monitor and analyze social media performance metrics to optimize engagement and reach.
- Engage with constituents and stakeholders, responding to inquiries and fostering dialogue on legislative issues.

EDUCATION

Bachelor of Science Communications

CUNY College of Staten Island, Staten Island, NY