

JAYYIAH COLES

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 Elizabeth, NJ 07201

PROFESSIONAL SUMMARY

Strategic communications professional with 8+ years of experience developing strategic communications, content strategy, and multi-channel campaigns for corporate, nonprofit, healthcare, and entertainment brands. An accomplished writer and storyteller with a background in journalism and digital communications, skilled at transforming complex ideas into compelling messaging that informs, engages, and inspires. Experienced partnering with cross-functional teams and organizational leaders to execute communication strategies that strengthen brand reputation, support business objectives, and foster meaningful engagement with employees, leadership, customers, and external stakeholders.

SKILLS

- Strategic Communications
- Internal Communications
- Executive Communications
- Corporate Communications
- Writing & Editing
- Content Strategy & Development
- Communications Planning
- Executive & Leadership Messaging
- Cross-Functional Collaboration
- Stakeholder Relationship Management
- Project & Timeline Management
- Editorial Planning
- Multi-Channel Communications
- Storytelling & Brand Messaging
- Analytics & Performance Reporting
- Social Listening & Audience Insights
- Social Media Strategy
- Community Engagement
- AI-Assisted Workflow Optimization

EDUCATION

CUNY College of Staten Island
Staten Island, NY

WEBSITES, PORTFOLIOS, PROFILES

- https://www.linkedin.com/in/jayyiah-coles-14952693?utm_source=share&utm_campaign=share_via&utm_content=profile&utm_medium=ios_app
- <https://www.jayyiah.com/>

PROFESSIONAL HIGHLIGHTS

- Co-Author of the Amazon bestselling memoir *Political Humanity*, demonstrating expertise in long-form storytelling, editorial writing, and narrative development.
- Developed communications and content strategies for nationally recognized brands, including Looney Tunes and Amazon, reaching millions of consumers through high-impact digital campaigns.
- Journalist and published author with expertise in long-form storytelling, editorial writing, and audience-focused communications.

WORK HISTORY

Children Of Promise, NYC - Communications Specialist
New York, NY • 01/2026 - Current

- Managed communications across social media, email, web, and digital platforms to increase awareness of organizational programs and community impact.
- Wrote and edited newsletters, campaign messaging, social content, and organizational communications tailored to diverse audiences.
- Managed editorial calendars and communication schedules, ensuring messaging was delivered accurately and on time across multiple channels.
- Interviewed program participants and transformed their stories into compelling written and visual content that strengthened community engagement and donor awareness.
- Partnered with leadership and internal teams to communicate organizational priorities through clear, audience-focused messaging.

- Measured audience engagement and communication performance to refine messaging strategies and improve campaign effectiveness.
- Maintained a consistent organizational voice across all communications while balancing multiple projects and deadlines.

Movement Strategy - Social Media Manager - Looney Tunes & Amazon
New York, New York (Remote) • 06/2024 - 02/2025

- Led social media strategy and digital communications for the Looney Tunes and Amazon brands across multiple platforms.
- Planned editorial calendars and coordinated content launches around cultural moments, product campaigns, and business priorities.
- Wrote platform-specific copy that reflected each brand's voice while supporting broader marketing objectives.
- Collaborated with creative, strategy, and client teams to ensure communications aligned with campaign goals and brand standards.
- Used social listening, performance data, and audience insights to refine messaging and identify new engagement opportunities.
- Managed real-time community engagement, responding to emerging conversations while protecting brand reputation.

Jay Suites - Senior Social Media Strategist
11/2021 - 11/2025

- Oversaw communications strategies that increased brand visibility across social and digital channels.
- Built editorial calendars and communication plans supporting marketing initiatives and business objectives.
- Produced written, visual, and multimedia content designed to engage audiences and strengthen brand positioning.
- Partnered with internal stakeholders to coordinate campaigns and maintain consistent messaging across platforms.
- Analyzed communication performance and audience insights to improve future content and engagement strategies.

ICUC.Social (Dentsu) - Social Media Strategist
08/2022 - 08/2023

- Managed communications for national healthcare brands, translating complex topics into clear, accessible messaging for consumers.
- Supported integrated marketing initiatives by creating audience-focused content across multiple digital channels.
- Fostered meaningful customer engagement through thoughtful community management and responsive communication.
- Leveraged analytics and audience insights to optimize messaging and support client objectives.

QuallsBenson Advertising - Social Media Manager
02/2022 - 07/2022

- Managed digital communications for luxury real estate clients, ensuring messaging aligned with each brand's voice and business goals.
- Coordinated multiple client accounts simultaneously while balancing deadlines, priorities, and campaign deliverables.
- Collaborated with designers, marketing teams, and clients to produce compelling content and integrated campaigns.

- Evaluated campaign performance and audience behavior to inform future communication strategies.