

Jasmine McClain

+ (919) 638-5235 | jiffanybrand@gmail.com | [LinkedIn/JasmineMcClain](#) | [Portfolio](#) | [Instagram](#)

SUMMARY

Detail-oriented professional with over 6 years of experience in digital and social media analytics and insights, and a background in broadcast media, radio, podcasting and on-air hosting. Seeking a position in leveraging my expertise in managing high profile social media accounts, journalism, marketing, and sales to help businesses grow through effective advertising strategies.

PROFESSIONAL EXPERIENCE

Senior Content Producer

2022 - Oct 2023

Rolling Out | Atlanta, GA

- Create, Write & Publish at least 15-20 engaging and informative weekly stories covering various modern lifestyle areas such as Entertainment, Music, Health, Beauty, and Business for Rolling Out's audience of 3 million monthly viewers
- Conduct video and in-person interviews with industry leaders, experts, and knowledgeable individuals to gather valuable information for vlogs, blog posts, or articles on rollingout.com
- Collaborate with the editorial team other stakeholders, following the editorial calendar, to brainstorm ideas, develop content strategies, and optimize the digital content production process
- Maintain a consistent and organized workflow to meet deadlines and effectively manage multiple projects simultaneously while traveling to nationwide events in entertainment, sports and politics
- Apply SEO principles and techniques to enhance the discoverability and search engine ranking of the published content
- Foster strong relationships with external partners, contributors, and sources to facilitate information gathering and collaboration

Founder | Freelance

2020 - Present

The Millennial Writing Agency | Durham, NC

- Establish and operate a commercial content and marketing agency specializing in beauty/lifestyle, entertainment, radio and business/tech clients
- Contracted with radio on-air host clients at K 97.5, to assist with building a strong local presence through bog contribution, hosting and event planning
- Craft persuasive and engaging copy for social media marketing campaigns, ensuring consistent messaging across various platforms
- Conduct thorough market research to identify target audiences, industry trends, and competitor analysis

Entertainment Talent Escort | Contracted

2022 - Present

BET Networks | Los Angeles, CA

- Interacted and mentored 50+ A & B list celebrities in the Media Hub, ensuring smooth and successful interviews with media representatives
- Managed check-in process for celebrity guests, collaborating with managers to review coverage plans and discuss interview objectives. Promoted to step and repeat lead, guiding talent to photos in an efficient manner
- Accompanied talent to prominent media outlets like Hot 97 NY, The Shade Room, Sirius XM, Breakfast Club, etc., guaranteeing punctual arrivals and interview readiness
- Coordinated with event organizers and security personnel to ensure a smooth and safe experience for all talent and staff involved
- Communicated effectively with media representatives and other event staff to ensure that all interviews and appearances ran smoothly and without issues
- Demonstrated excellent time-management skills, ensuring that all talent was able to make their scheduled interviews and appearances on time

Digital and Social Media Analyst

2022-2023

The Jim Allen Group | Raleigh, NC

- Led a team of 4 in coordinating relevant, brand-conscious content for a real estate firm with Coldwell Banker, ensuring effective communication and engagement with the target audience
- Supported the Digital & Social Media analytics and insights function, collaborating with cross-functional teams in Content Production/Editorial, Marketing, Research, and Business Strategy for 120 real estate agents.
- Managed Jim Allen Group blog, publishing 5 stories weekly between 300-500 words, including images and SEO tactics
- Used Adobe Creative Cloud/Canva to design graphics and edit video content for Jim Allen Group's Facebook, LinkedIn and Instagram
- Followed a content calendar via Sprout with team to schedule, edit and approve posts for social platforms and blogs daily.
- Produced regular analysis reports addressing important questions related to owned digital performance across Jim Allen sites, apps, and social media.
- Owned the end-to-end process of creating reports, presentations, and deliverables, providing strategic recommendations for The Jim Allen Group agents

Digital Insight Specialist

2019 - 2022

MyComputerCareer | Holly Springs, NC

- Devised and boosted social traffic, engagement, and brand awareness on Facebook, Instagram, Twitter, and LinkedIn, surpassing monthly goals by 15% through customized social media plan and email marketing campaign
- Developed and implemented effective social media strategies to enhance brand awareness and engagement for MyComputerCareer by implementing new trends like reels on Instagram and a new TikTok account.
- Monitored social media channels and engaged with the audience through timely responses, comments, and messages to foster positive customer relationships
- Conducted thorough analysis of social media performance metrics, identified trends, and recommended data-driven strategies for continuous improvement, presented team with results using Powerpoint
- Collaborated with cross-functional teams to align social media efforts with overall marketing campaigns and promotional activities, ensuring consistent brand messaging and maximizing reach

Content Developer

2017 - 2019

The Girlfriends Podcast | Durham, NC

- Created content for an organization that fosters safe spaces for Southern Black individuals to connect
- Produced engaging and informative content for The Girlfriends Podcast, including writing scripts, creating show outlines, and conducting research for episode topic
- Edited and proofread podcast episodes for clarity, consistency, and adherence to brand guidelines, ensuring high-quality content delivery
- Managed the podcast's content calendar, scheduling episodes, coordinating guest interviews, and organizing release dates to maintain a consistent publishing schedule

EDUCATION

HubSpot Content Marketing Certification

2023

Syracuse University | Masters of Art, Journalism Innovation

2020

North Carolina Central University | Bachelor of Science, Rec Therapy

2016

SKILLS

Operational Skills	Social Media Analytics: Facebook Insights, Snapchat Analytics, Conviva, YouTube Analytics, Listenfirst, Strong presentation and communication skills, Highly organized and detail-oriented Ability to work under pressure, set priorities, handle multiple projects, and meet tight deadlines Passion for black culture and trends, Proactive self-starter with strong initiative
--------------------	---

Marketing and Media	Radio Hosting and Production, On-Air Talent and Live Broadcasting, Scriptwriting and Storytelling, Interviewing and Guest Relations, News Reporting and Editing, Podcast Hosting and Production, Marketing Analytics and Metrics, Content Creation and Copywriting, Social Media Management, Brand Development and Promotion, Audience Engagement and Community Building, Search Engine Optimization (SEO), Media Planning and Advertising