
CAPSTONE PRESENTATION

Jessica St. Jean

**SOCIAL MEDIA MARKETING
PALM BEACH CODE SCHOOL**



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ABOUT *me*

Hi, I'm Jessica St Jean and I am a freelance social media coordinator based in West Palm Beach, FL.

My reason for pursuing a career in social media is simple. I want to empower brands and businesses to create content that puts real people first over profit. We are a reflection of how we want our world to be so my goal is to help businesses create a reflection they can be proud of.



VISION *and* MISSION

● VISION STATEMENT

- *I use a people-centered approach to grow the outreach of small businesses.*

● MISSION STATEMENT

- *Striving to keep people connected past the surface.*

● OBJECTIVE STATEMENT

- *I love developing creative and meaningful storytelling, graphics and connections through social media to help local businesses build lasting relationships with their community.*



SKILLS *and* EXPERTISE

DESIGN TOOLS - PHOTOSHOP, CANVA, PROCREATE



PRODUCTIVITY TOOLS - MICROSOFT OFFICE, G SUITE



PROJECT MANAGEMENT



SOCIAL MEDIA & MANAGEMENT



soft skills

LEADERSHIP

CREATIVITY

PASSION

TIME MANAGEMENT

INTERPERSONAL SKILLS

COLLABORATION

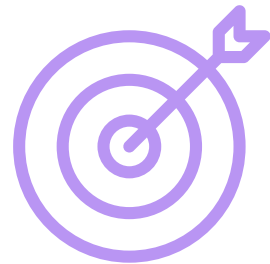


BRAND VALUES



INTEGRITY

A guaranteed commitment of transparency, honesty and no hidden agendas.



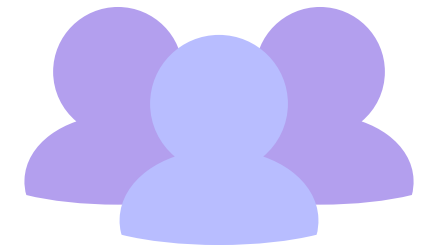
QUALITY

Projects are to be done with the highest level of the client's best interest - not deadlines



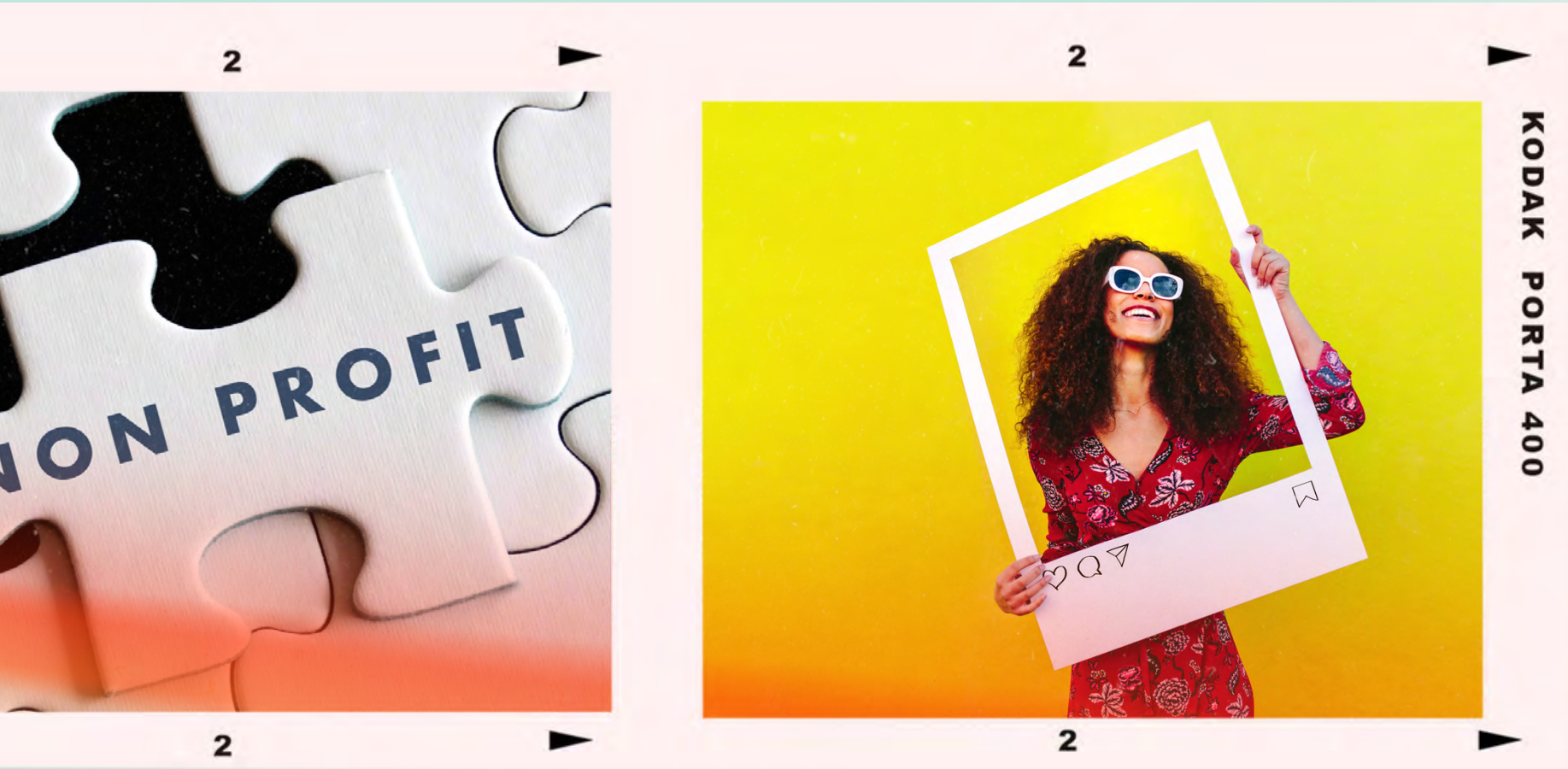
AUTHENTICITY

Work and relationship(s) will be from a place of true conviction.



CUSTOMER-CENTRIC





TARGET AUDIENCE

 **SMALL BUSINESSES**

 **NON-PROFITS & COMMUNITY SERVICES**

 **PROGRESSIVE ORGANIZATIONS**



COMMUNITY BUSINESS PORTFOLIO SAMPLES

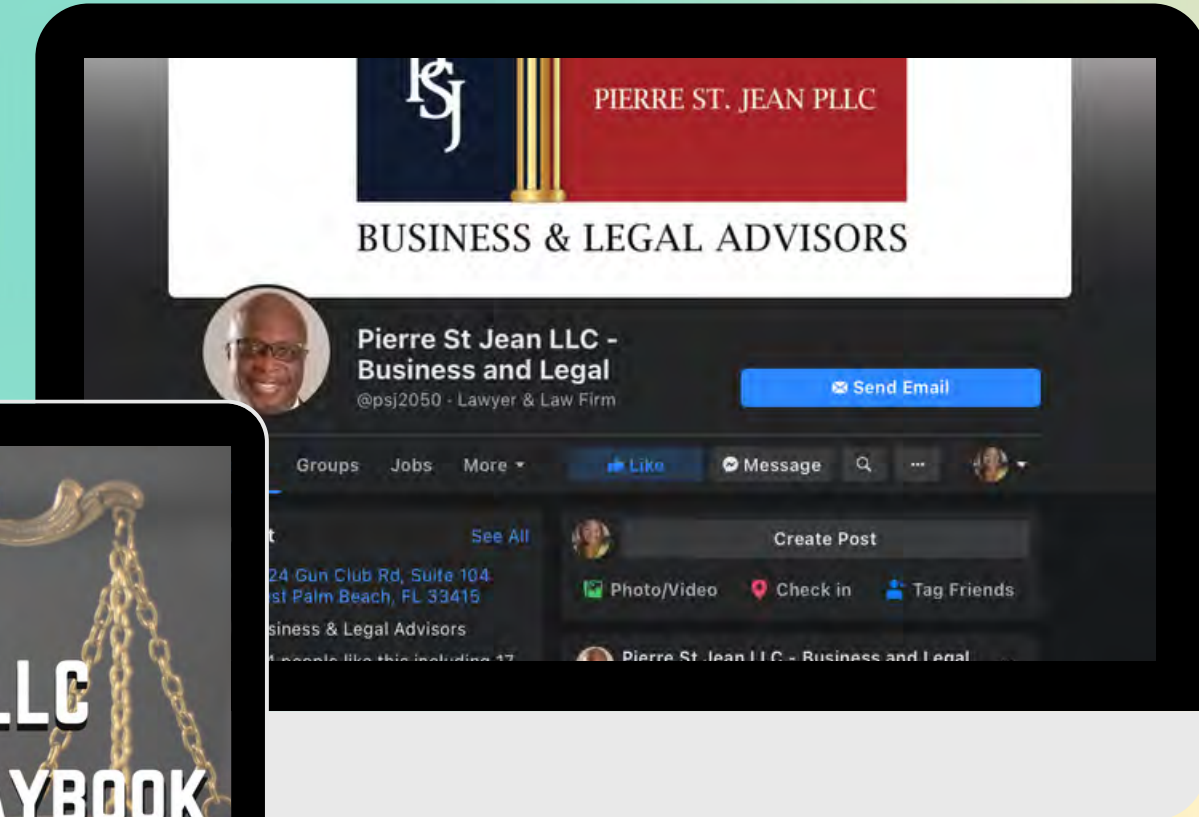
PIERRE ST JEAN LAW

An innovative law practice handling bankruptcies, foreclosures, real estate transactions, asset protection, wills and trusts.



LOGO DESIGN

FACEBOOK BUSINESS PAGE SETUP



INSTAGRAM



PIERRE ST JEAN, LLC SOCIAL MEDIA PLAYBOOK

SOCIAL MEDIA PLAYBOOK



SMALL BUSINESS PORTFOLIO SAMPLES

MAJEN&COMPANY

An up and coming small black owned business providing protective and stylish gear. Soon to include jewelry and other accessories



MaJen&Company
STYLISH PROTECTIVE GEAR

**MAJEN&COMPANY IS HERE TO PROVIDE YOU WITH
THE PERFECT ESSENTIALS YOU NEED FOR SOME
SAFE FUN IN THE SUN THIS SUMMER!**




- ✓ Fits all face sizes
- ✓ Blocks UV Radiation
- ✓ Fog Resistant

Shop with us on Etsy!
MAJENANDCOMPANY

Instagram

Memorial Day Sale

**Happy
Memorial
Day! Enjoy
30% off**
No code
necessary.



LOCAL ORGANIZATION PORTFOLIO SAMPLES

NEXTGEN FLORIDA

An 501c progressive organization stationed at all major universities and community colleges. Focused on student/youth outreach and recruitment

SERVICES PROVIDED

- EVENT MANAGEMENT
- PROJECT PLANNING & BUDGETING
- GRAPHIC CREATION
- EVENT RECRUITMENT



nextgen florida

VOTER REGISTRATION DRIVE!


Come register or update your address to vote on campus!

February 11th: 10am - 12pm

TRADITIONS HALL LOBBY

free pizza for all residents!

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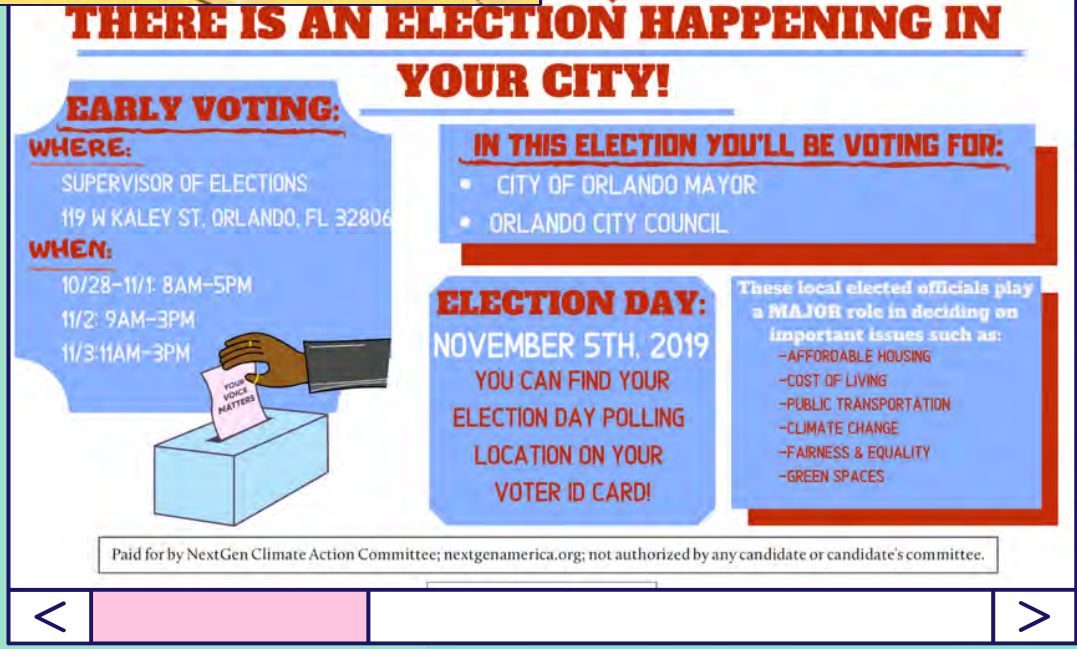
nextgen florida

TELL US WHAT ISSUES YOU CARE ABOUT FOR A FREE SNEAUXBALL

*WHILE SUPPLIES LAST

Head over to Sneauxball Tallahassee, FL for in our survey for a

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THERE IS AN ELECTION HAPPENING IN YOUR CITY!

EARLY VOTING:

WHERE: SUPERVISOR OF ELECTIONS
119 W KALEY ST. ORLANDO, FL 32806

WHEN:
10/28-11/1: 8AM-5PM
11/2: 9AM-3PM
11/3: 11AM-3PM

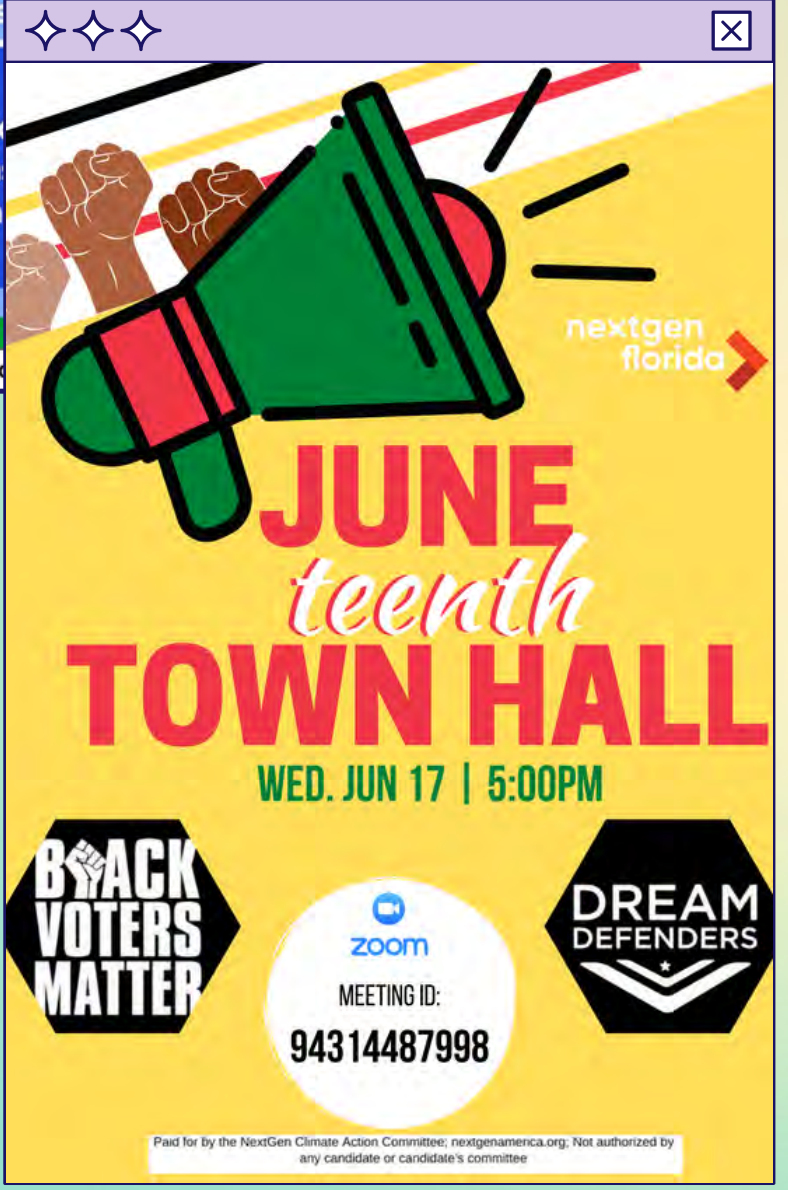
IN THIS ELECTION YOU'LL BE VOTING FOR:

- CITY OF ORLANDO MAYOR
- ORLANDO CITY COUNCIL

ELECTION DAY: NOVEMBER 5TH, 2019
YOU CAN FIND YOUR ELECTION DAY POLLING LOCATION ON YOUR VOTER ID CARD!

These local elected officials play a MAJOR role in deciding on important issues such as:
-AFFORDABLE HOUSING
-COST OF LIVING
-PUBLIC TRANSPORTATION
-CLIMATE CHANGE
-FAIRNESS & EQUALITY
-GREEN SPACES

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JUNE Tenth TOWN HALL

WED. JUN 17 | 5:00PM

BACK VOTERS MATTER

zoom
MEETING ID:
94314487998

DREAM DEFENDERS

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COPY/CREATIVE PORTFOLIO SAMPLES

SERVICES PROVIDED

- FIELD PITCHES
- CAMPAIGN/AD TAGLINES
- PRESS RELEASES
- SOCIAL MEDIA COPY
- *CREATIVE WRITING

SAMPLE LINKS AVAILABLE UPON
REQUEST

NextGen Field Pitch

Good Afternoon Rattlers!

How's everyone doing today?

Greetings I am Corrie Watt, a graduating senior, majoring in General Health Sciences, hailing all the way from Broward County Fl, and I bring you greetings on behalf of the Student Government Association and NextGen Florida.

We are Nextgen Florida (everyone waves) and what we do is simple! We are a youth powered non-partisan organization and our main goal is to get young people like you and I engaged in the political process no matter how small. From one-on-one voter registrations across all campuses to rallying support for past and future progressive candidates like our fellow rattler Andrew Gillum. We have to make sure the youth vote, our vote, is heard!

Personal Statement: The way I got to where I am today, as a 2020 Spring Fellow, is by having the desire to know what I can do to make a difference. Growing up and talking about Politics was not a big topic my family or friends were discussing. I never had anyone to truly show me the basics of politics. I just thought it was a conversation about how the government oppresses people like us. However NextGen gave me that stepping stone and it all started with a conversation outside of OSA.

Our goal is to ignite the fire in young people not only in Florida but across America. Our generation has the power to put the issues affecting us, like voter suppression, climate change and racial inequality to rest!

We are here today alongside An the primary elections. The dead make sure we can take part in t 29 days prior to the election. Co some fun activities with us.

#HireBlack Initiative To Provide Career Coaching To 500 Black Women on Juneteenth
Efforts continue exactly one year after Summer 2020 nationwide call for diversity, equity & inclusion in the workplace.

Today, #HireBlack Initiative announced they will be holding their second annual Juneteenth Celebration in partnership with Chief on June 17, 2021. The virtual event will connect 500 black womxn with executive-level leaders, recruiters, and hiring managers at top companies for a 30-minute career coaching session.

Participants will have the rare opportunity to skip cold-pitching, a guaranteed 1:1 video call with a C-Suite level coach/mentor of their choice, and a "NetWERKing Prep Guide" 1-week prior to the event all at an accessible cost.

Following last year's summit, #HireBlack has seen great success from their efforts. "[at the conference] I ended up meeting a design recruiter at Amazon, and fast-forward to today, I just signed an offer to be in their first UX Design & Research cohort" said **2020 #HireBlack Member & Summit Attendee Imani Russ.**

The virtual event and networking platform was birthed out of CEO & Founder, Niani Tolbert's innovative solution to celebrate Juneteenth in the midst of the COVID-19 pandemic and following calls for increased professional opportunities for the black community. "Black women already face systemic obstacles at getting jobs, and with the job market now more competitive than ever, we are providing support to those who often get overlooked," said **CEO Niani Tolbert.**

The celebration is a highly anticipated event, so in order to secure your spot now, tickets can be purchased via the #HireBlack website by Sunday, June 6th. Allies, companies and outside organizations can support by sponsoring the cost of ticket for an attendee and by sharing the event. Although the space is intended for black people in celebration of Juneteenth, non-black people are still welcomed to participate.

About #HireBlack: #HireBlack is a networking platform with a mission to "help 10,000

Brottox: the [face] lift you don't have to sweat for" or
- "give your life a lift with brotox"
- "bro's who botox together stay together"
- "real men get botox"
- "Brottox: 10-20 reps every 2-4 months. the easiest se
- might be time for a tune-up. or nothing a little brotox
- "look different, feel different in just a pinch [of time]"
- "come face-to-face with a younger (or happier) you"
- [picture of Deion Sanders] "stay in your primetime with botox"
- Brottox, because there's no gym for your wrinkles
- "lose the wrinkles, add the self-esteem"