Jaicelyn "Jai Jai" Spann

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Professional Experience

Founder
eXcelerator Entertainment & Communications LLC, Florence, SC, 10/20 – present

- Handling communications and marketing for nonprofit organizations and events (executing promotion/marketing plans, planning social media strategy, writing press releases, sending newsletters, etc.), helping plan and coordinate events and activities, hosting/emceeing events, and hosting a radio show.

Teacher and Substitute Teacher
Kelly Education, Florence 1 Schools, and ESS, Florence, SC, 7/23 - present (collectively)

- *Kelly Education*, 7/26 - present: Engaging and encouraging students; executing lessons in absence of teacher; keeping order within classroom; making announcements; working with students from diverse backgrounds; and supporting teachers and staff
- *ESS*, 9/26 - present and 7/23 - 6/24: Serving as a substitute teacher establishing rapport with and encouraging students; teaching lessons and following plans; keeping order within classroom; engaging students; making announcements; managing classroom; and supporting teachers/staff
- *FIS*, 7/24 - 6/26: Served as a 6th Grade ELA (English Language Arts) teacher communicating lessons in engaging ways; encouraging, engaging, and managing students; executing lesson plans; establishing rapport with students; keeping order within classroom; grading assignments; hall monitoring; attending professional development workshops; administering assessments and benchmark testing; communicating with parents and guardians; and meeting the needs of students from diverse academic, economic, and social backgrounds

Marketing Manager
Florence Center, Florence, SC, 6/19 – 7/20

- Developed and executed marketing/advertising campaigns for events and venue.
- Oversaw the creation and dissemination of messaging to the media and public; oversaw the development of artwork and promotion/advertising material, social media strategy and website features; wrote advertising copy; proofed material; and sent press releases, eBlasts, etc.
- Placed advertising buys with the media and managed campaign advertising plans and budget.
- Handled managerial and administrative tasks from managing others to processing invoices.
- Represented the company in the community and developed relationships with businesses, organizations and individuals.

Marketing and Communications Director
Ground Zero, Myrtle Beach, SC, 1/19 – 5/19

- Coordinated and managed the dissemination of news and information concerning a non-profit organization/youth ministry and entertainment venue to advance its brand, increase awareness of its programs and priorities and increase its visibility.
- Created and executed content strategies for social media platforms and e-mail newsletter including writing content for them.
- Wrote press releases, advertising copy, etc.
- Established and maintained relationships with local businesses and organizations.
- Managed media relationships including coordinating interviews.
- Made stage announcements and did presentations about organization and its activities at events.

Promotions Coordinator; Host; Board Operator *(various positions held during employment so duties and responsibilities listed collectively)*

Community Broadcasters (formerly Miller Communications), Florence, SC, 11/12 – 1/19

- Handled promotions for a multi-genre cluster of radio stations (rock, news/talk, Gospel, pop, sports, and country).
- Coordinated on-site events.
- Represented stations at events/appearances maximizing company's presence in the community.
- Submitted promotions proposals for contests and giveaways and executed upon approval.
- Website and social media management.
- Ordered merch/promotional material and managed prizes and giveaways.
- Produced radio spots for commercials and contests, including writing copy.
- Managed advertising sales accounts.
- Board op (ran broadcast control board for games and sports talk shows).
- Produced and hosted community calendar informing listeners of events happening in the area.

Marketing Coordinator then Advertising Account Executive *(various positions held during employment so duties and responsibilities listed collectively)*

Morning News, SCNow.com, WBTW, Florence, SC, 11/10 – 3/12

- Coordinated marketing and community relations efforts.
- Solicited and managed advertising sales accounts and managed trade agreements.
- Assisted with scheduling of on-air promos.
- Coordinated annual revenue-generating event, "Taste of Home Cooking School."

Manager of Event Marketing; Marketing Coordinator; Special Events Coordinator; Coordinator of Program Development and Acquisitions; and Associate Producer for Programming and Production *(various positions held during employment so duties and responsibilities listed collectively)*

Gospel Music Channel (defunct), Atlanta, GA, 8/04 – 2/10

- Represented the channel locally and across the U.S. on music tours and at concerts and events including Winter Jam, Women of Faith, Revolve, Dove Awards, Stellar Awards, GMA Week (Gospel Music Association) and various festivals.
- Executed marketing plans, coordinated sponsorships, and managed budgets.
- Coordinated initiatives that would increase brand awareness and drive tune-in for the channel.
- Developed and maintained relationships with communities and organizations to sustain partnerships on company initiatives.
- Created optimum presence and brand visibility at events to capture and maintain the attention of the audience, clients/advertisers and the public.
- Managed volunteers (recruiting, training and supervising them for projects and events).
- Assisted Marketing, Affiliate Sales, Programming, and Production departments: coordinated the on-air programming/development process including content screening and selection of video material for broadcast; managed logistics of production shoots including booking and coordinating talent and production crew; managed audiences at tapings; and developed marketing recaps.

Other Notable Positions

- Direct Marketing Coordinator; Promotions Assistant; Public Affairs Assistant
  WNNX (now WWWQ-HD2) "99X" FM, Atlanta, GA
- Marketing Manager; Production Assistant; Administrative Assistant (contract/freelance)
  Turner Broadcasting, Atlanta, GA
- Promotions Coordinator
  WZGC "Dave FM" Radio (defunct), Atlanta, GA
- Communications Coordinator
  Pee Dee Coalition Against Domestic and Sexual Assault, Florence, SC
- Communications Manager
  Helping Florence Flourish, Florence, SC
- Media Advisor
  Williamsburg County Public School Foundation, Kingstree, SC
- Program Support Specialist – Office of University Relations (Public Relations Office)
  Norfolk State University, Norfolk, VA
- DJ
  WHRZ "The Z," SC
- Board Op
  WAYM "Way FM," Nashville/Franklin, TN

Skills, Education, Experience

- Excellent interpersonal and communication skills
- Able to work with diverse groups of people from various cultures and backgrounds
- Excellent interpersonal, communication, writing, and proofreading skills
- Volunteering with youth groups
- Teacher Cadet class
- Public relations and publicity experience including writing press releases and PSAs
- Website and social media management
- Serving as company photographer and maintaining photo archives
- Non-profit experience
- Small business owner (eXcelerator Entertainment & Communications LLC)
- Radio: DJ (radio personality/on-air talent); board op; public affairs radio program host
- TV: VJ/host on multi-genre Christian music TV video show
- Web: conducted and contributed artist and fan interviews to a major music website
- Emcee/host, performer, crowd motivator and DJ for concerts, festivals and events (www.exceleratorentertainment.com/videos)
- Experience with MS Office, Outlook, Google Workspace/Classroom, PowerSchool, LinkIt, Flocabulary, Wayground, Facebook, Instagram, X, Emma email marketing platform, SimpleTexting text marketing platform, Adobe Audition, GoDaddy, Wix, Bloomerang, Mailchimp, Vortal (InterTech Media), and Canva
- Education: BS in Mass Communications, Norfolk State University, Norfolk, VA; work toward Master's degree in Mass Communications/Journalism