

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, and hosting/emceeing events, and hosting a radio show

Teacher (Permanent and prior substitute)

Florence 1 Schools, Florence, SC, 7/24 – 6/26, ESS 7/23 – 5/24

- 6th Grade ELA (English Language Arts) teacher, 7th Grade long-term Social Studies substitute teacher, and short-term general substitute teacher of various grades
- 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, meeting diverse student needs, and communicating with parents and guardians

Marketing Manager

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

- Developed and executed marketing/advertising campaigns for events and venue; represented the company in the community and developed relationships with businesses, organizations and individuals; oversaw creation and dissemination of events and facility messaging to the public and media; developed/executed social media strategy and website features; sent press releases; created eBlasts; handled managerial and administrative tasks from managing others to budgets

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; handled social media, newsletters, press releases, general correspondence with stakeholders, etc.; made stage announcements and did presentations regarding the 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; coordinated on-site events; maximized company's presence in the community; managed web sites and social media; coordinated on-air giveaways and contests; ordered merch/promotional material; managed prizes and giveaways; wrote/produced radio commercials; ran broadcast control board for programs; hosted weekly entertainment community calendar telling public about area events

Other Notable Positions and Experience

- 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
- Direct Marketing Coordinator; Promotions Assistant; Public Affairs Assistant
WNNX (now WWWQ-HD2) "99X" FM, Atlanta, GA

Skills, Education, Experience

- Excellent interpersonal, communication, writing, and proofreading skills
- Able to work with diverse groups of people from various cultures and backgrounds
- Small business owner: (eXcelerator Entertainment & Communications LLC)
- Radio (DJ/entertainment personality, board op, public affairs host); TV (VJ/host); 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
- Experience with Microsoft Office, Outlook, Facebook, Instagram, X, Emma email marketing platform, SimpleTexting text marketing platform, Canva, Adobe Audition, GoDaddy, Google Workspace/Classroom, Bloomerang, Mailchimp, Vortal (InterTech Media), PowerSchool, LinkIt
- Education: BS in Mass Communications, Norfolk State University, Norfolk, VA; Working on Alternative Teacher Certification with Teachers of Tomorrow