

# 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/emceeding events

### *Teacher (Permanent and prior substitute)*

#### *Florence 1 Schools, Florence, SC, 7/24 - present, ESS 7/23 - 5/24*

- 6<sup>th</sup> Grade ELA (English Language Arts) teacher, 7<sup>th</sup> Grade long-term Social Studies substitute teacher, and short-term general substitute teacher of various grades
- Encouraging students, teaching and following lesson plans, keeping order within classroom, engaging students, grading assignments, hall monitoring, keeping students safe, managing classroom, establishing rapport with students, supporting teachers and staff, compiling data, attending professional development workshops, etc.

### *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

### **Media Advisor**

#### **Williamsburg County Public School Foundation, Kingstree, SC, 11/12 - 5/17**

- Handled publicity and public relations efforts to establish and maintain awareness of the organization in the community; coordinated annual fundraising gala event including managing program participants, volunteers, honorees and sponsors, booking talent, program booklet layout, seating and publicity; maintained web site and social media

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

#### **Morning News/SCNow.com/WBTW/Hartsville Messenger (formerly under Media General), 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"

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### **Other Notable Positions and Experience**

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- Program Support Specialist - Office of University Relations (Public Relations Office)  
Norfolk State University, Norfolk, VA
- Communications Associate  
Helping Florence Flourish, Florence, SC
- Communications Coordinator  
Pee Dee Coalition via Olsten Staffing, Florence, SC

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### **Skills, Education, Experience**

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- Able to work with diverse groups of people from various cultures and backgrounds
- Volunteering with youth groups
- Teacher Cadet class
- Excellent interpersonal, communication, writing and proofreading skills
- 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: ([www.excelatorentertainment.com/videos](http://www.excelatorentertainment.com/videos))
- Experience with Microsoft Office, Outlook, Facebook, Instagram, X, Emma email marketing platform, SimpleTexting text marketing platform, Canva, Adobe Audition, GoDaddy, Wix, WordPress, Involved, Bloomerang, Mailchimp, Vortal (InterTech Media), PowerSchool, LinkIt
- Education: BS in Mass Communications, Norfolk State University, Norfolk, VA