CASE STUDIES

### **CASE STUDY: The Reinvention of a Quiet Genius**

**Client:** TYLER MERCCIER→ Global Tech Founder  
 **Industry:** Artificial Intelligence & Consumer Data  
 **Platform:** Just My Personal Brand  
 **Timeline:** 9 Months

### **Before JMPB**

He was the genius behind the scenes, an AI systems architect quietly powering the infrastructure for multiple startups. He was into selling shoes and creating platforms, but nothing really brought him great success. He had built incredible tools, understood data on a global scale, and even consulted on early-stage machine learning platforms.

But no one knew who he was.  
 No digital presence. No audience. No brand.  
 Just talent, potential, and a vision of something bigger.

He wanted to step into leadership, attract investment, and build a company of his own. But he wasn’t showing up anywhere the world could see him.

### **After JMPB**

We helped him transform his story, from a faceless engineer to a visible founder in college, as he completed his education.   
 Together, we:

* Built a brand that positioned him as a **visionary in AI and ethical data**
* Created weekly content that told his story, shared his insights, and built a real connection
* Grew an online community of **over 100,000 targeted followers**, including investors, collaborators, and clients.
* Landed him interviews, podcast features, and speaking invites
* He met one individual who set him up for his success, and it was solely on Instagram.
* Attracted investors who helped him launch a **multi-million dollar AI company**
* Relocated him to **Dubai**, where he now leads international deals and partnerships
* Positioned him for **acquisition talks** and long-term global impact, who also consults tech companies.

### **CASE STUDY: The Rise of a Relatable Creator**

**Client:** Teen Creator → Funded Digital Influencer  
 **Industry:** Fashion, Beauty & Content Creation  
 **Platform:** Just My Personal Brand  
 **Timeline:** 12 Months

### **Before JMPB**

She was 16 years old with big dreams, to model, create content, and inspire young women through her story. She had the look, the vision, and a powerful message. But what she didn’t have was traction, the consistency, and the views.

She started with under 1,000 followers across all platforms.  
 No clear niche. No strategy. No way to stand out in a saturated space.  
 She was posting consistently, but nothing was connecting.

She knew she had something special, she just needed people to see it, she new she was relatable.

### **After JMPB**

We helped her go from unseen talent to a fast-rising creator with a brand that brands want to work with.

Together, we:

* Built a clear identity that fused fashion, vulnerability, and Gen Z empowerment
* Grew her Instagram from **800 to 400,000 followers** with viral content strategy
* Tripled her engagement rate through relatable, story-led posts
* Positioned her for **podcast features, and media spotlights, along with streams, brand deals, and partnershps**
* Helped her secure **over $100K in monetization every month** to launch her own product and course line.
* Turned her audience into a loyal community of young women who look to her for real inspiration
* Laid the foundation for a full-time modeling and content career

**CASE STUDY: The Dual Brand of a CEO & Creative**

**Client:** Real Estate CEO → Real Estate Mogul & Music Artist  
 **Industry:** Real Estate & Entertainment  
 **Platform:** Just My Personal Brand  
 **Timeline:** 5 Months

### **Before JMPB**

He inherited the title of CEO from a successful family real estate business. On paper, he was thriving, running operations, leading a team, and overseeing luxury developments.

But what most people didn’t know was that music had always been his true passion.  
 He was writing, recording, and producing on the side…but with no digital brand that reflected both sides of who he was.

He didn’t want to abandon the business, he wanted to evolve it.  
 To be seen as *both* a serious entrepreneur and an authentic artist. WITHOUT a personal brand he was wasting his potential mentally and physically.

### **After JMPB**

We helped him step into a brand that embraced both his power and his passion—without compromising either.

Together, we:

* Crafted a dual-persona brand that authentically balanced **real estate leadership** and **musical identity**
* **Started** the TNT Real Estate GROUP
* Built consistent, intentional content to position him as a **visionary executive with creative depth**
* Showcased behind-the-scenes of development deals *and* studio sessions to humanize his story
* Grew an engaged audience across **Instagram, and LinkedIn**
* Landed him **press coverage and podcast features** as a creative CEO redefining success
* Increased deal flow for his real estate business through **brand trust and personal visibility**
* Built momentum behind his music releases—gaining streams, collabs, and fan support