

Jaya Phillips

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Hello, Thanks for considering me to help catapult Bobby into the White House!

Here's what I can offer:

- Scour the internet for videos of people talking about him or his own appearances
- Update media pages on websites
- Curate, organize, cut & edit videos
- Manage social media profiles and share on my own
- Make compelling social media graphics and memes
- Make a Print On Demand store or just contribute designs for the official store
- Send email marketing communications, including list management and automation/funnel creation
- Manage projects using project management software
- Organize the volunteers, including making video training that gives out the newest action tasks and explains how to do things
- Act as a communication liaison between influencers and other media opportunities
- Work on reputation management and monitoring

Many clients and friends have repeatedly said they appreciate that I am game to do whatever it takes to tackle projects and tasks. You can see some of these recommendations on my LinkedIn Profile, linked below. If there is a way, I will find it!

Please see what I've created so far on KENNEDYCOMMUNITY.COM. I can recreate any of this on your site and socials.

Thanks for taking the time to read this. Please let me know when is a good time to meet to discuss possibilities.

Thanks so much!

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SUMMARY:

Experienced project manager, operations officer, content creator, digital marketer, designer, and developer utilizing the latest trends to catapult growth. Self-managing entrepreneur with a proven track record of getting things done. Conscious leader challenging the mainstream narrative and bringing peace to work communities.

SKILLS:

- **Video Editing** - short form social content such as TikToks, reels, and shorts, YouTube video creation & editing
- **Social Media Management** - editorial planning, content creation, posting, customer service
- **Social Platforms** - Facebook, Instagram, TikTok, Twitter, LinkedIn
- **Content Marketing** - blog writing, media sourcing, graphics creation, video production
- **Graphic Design** - social content, ads, logos, infographics, digital art
- **Web Design & Development** - courses, memberships, social platforms, e-commerce
- **Digital Marketing** - project management, email marketing, funnels, affiliates & influencer programs, SEO, sales pages, trends/keywords/competitor research
- **Software** - WordPress, Elementor, Divi, LearnDash, BuddyBoss, WooCommerce, Photoshop, Illustrator, Premiere Pro, CapCut, Active Campaign, LeadPages, Trello, ClickUp, Buffer, Hootsuite, MS Office, Google Workspace, and more

EXPERIENCE AND ACCOMPLISHMENTS:

Freelance Web Developer, Graphic Designer, Digital Marketer & Business Development Consultant

Creative Biz Wiz | Austin, TX, Nevada City, CA, and Remote | 2012 - Present

- Advised multiple clients on marketing strategy, including social media, email campaigns, lead funnels, influencer outreach, affiliate programs, branding, and user experience. Trained staff on these techniques and software platforms to boost their effectiveness.
- Created and executed social media launch strategy for a health freedom activist T-Shirt company, more than doubling followers and engagement in one month.
- Launched a health-freedom social media site, growing membership to 700+. Collaborated with influencers to promote the community and produced engaging promotional videos.
- Fixed critical issues on a new client's site in under 2 days. Improved user experience by redesigning the site. Launched a print-on-demand e-commerce shop generating monthly passive income, freeing up volunteers and saving capital for a medical freedom non-profit lobby group in Texas.
- Revamped entrepreneur's outdated business site and marketing funnel. Crafted a visually stunning site with multiple internal courses. Engineered a powerful lead funnel that increased sales. Integrated a streamlined calendar booking system, saving the client valuable time and reducing frustration.

Sound Healing Musician, Content Creator, Hypnotist, and Yoga Teacher

Jaya Love | California, Arizona, Texas, and Remote | 2004 - Present

- Creating engaging blogs & social media posts (text, graphics, and long and short-form video formats).
- Performing for groups around the country and offering private sessions in homes, yoga studios, and retreats.

Contract Web Designer, Project Manager, and Operations Coordinator

NGNG Enterprises | Remote | Jan 2017 - Sep 2017

- Streamlined project management and marketing for high-end design clients and a global team of contractors, freeing the owner from bottleneck duties and enabling them to focus on core business goals.
- Crafted visually stunning media pages for high-profile influencer clients, expertly bringing their unique brand stories to life while seamlessly integrating cutting-edge design elements.
- Optimized client webinars with seamless attendee experience and achieved high conversion rates.

Social Media and Digital Marketing Manager

Rapid Release Technology | Nevada City, CA, Remote, and Travel | Oct 2015 - Jan 2017

- Revamped the affiliate program by upgrading technical site set-up, refining strategy, and building lasting relationships with affiliates, resulting in elevated product sales and increased affiliate retention rates.
- Grew client's social presence and engagement by developing an editorial calendar, themed campaign posts, contests, ad targeting, and reputation management. Found influencers to collaborate with, managed customer service, and implemented strategies to increase brand awareness and engagement.
- Crafted compliant messaging across all channels, helping the brand navigate challenging FDA regulations and secure approvals. Streamlined the brand's YouTube content videos, website, and ad copy, skillfully editing out disallowed words to ensure compliance and maintain a strong, distinctive brand voice.
- Crafted engaging blog articles and monthly newsletters featuring prominent health practitioners, and implemented funnel automations using Active Campaign and MailChimp, resulting in significant growth in open and click-through rates.
- Elevated the brand by spearheading a professional video shoot showcasing the product, skillfully sourcing a venue, videographer, wardrobe, and models to achieve a polished and effective final product.
- Crafted targeted and visually striking print and web ads across diverse industries to drive high conversion rates.
- Attended and networked at industry conferences, capturing engaging testimonial videos by interviewing participants, and boosting brand awareness and credibility.

Operations Manager and Human Resources Coordinator

The Cell Phone Guru / JP Hein Consulting | Grass Valley, CA | Oct 2013 - Jul 2014

- Successfully launched the company with the local chamber of commerce, attracting a large audience.
- Engineered an advanced point-of-sale system that seamlessly integrates with the online shop using WordPress.
- Developed a comprehensive employee manual and facilitated onboarding, ensuring smooth and efficient operations.
- Contributed to the growth from a team of 2 to 6 employees through effective hiring and management strategies.

Distribution, Office, and Events Manager

Chocolatree Cafe | Sedona, AZ | July 2010 - Jan 2011

- Expanded wholesale accounts and orders, training production staff to optimize revenue and strengthen partnerships.
- Managed cafe staff schedules and needs, liaising with the office.
- Organized and executed engaging and profitable events and workshops, creating memorable experiences for attendees and building a loyal following.

EDUCATION:

- Marketing Training with Digital Marketer, Social Media Marketer, Amy Porterfield, and Bill Baron.
- University of Houston and Austin Community College studies in Psychology and English.
- Certified hypnotist, yoga teacher, cleanse consultant, and reiki practitioner.

VOLUNTEERING:

- Web and Graphic Design for organizations involved in health and parental rights.
- Regular volunteering at son's health freedom homeschool co-op.

WORK SAMPLES:

Please note that any work for my own business or others will be in that business' branding and voice. When we work together, I learn your voice and use your branded colors, fonts, and logos, and can create new branding collateral.

Portfolio Site:

<http://creativebizwiz.com>

LinkedIn with Endorsements and Recommendations:

<https://linkedin.com/in/jayaphillips>

Graphics:

<https://creativebizwiz.com/graphic-design/>

Social Links:

<https://www.instagram.com/iamjayalove/>

<https://www.tiktok.com/@iamjayalove>

<https://www.youtube.com/c/jayalove>

<https://www.facebook.com/jayalove/>

<https://www.facebook.com/iamjayalove>

TFVC Site:

<http://texansforvaccinechoice.com>

Healing Arts Site:

<https://jayalove.com>

Soundcloud:

<https://soundcloud.com/jayalove>