

JESSE JANEDY

Creative Marketing Director

Brand Strategist | Marketing Leader | Audience Growth Expert

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EXECUTIVE SUMMARY

Creative marketing executive with 13+ years of experience building brands, scaling audiences, and driving measurable revenue growth across beauty, entertainment, media, and e-commerce. Proven leader in social commerce, influencer marketing, content strategy, audience development, and creative direction.

KEY ACHIEVEMENTS

- 125% increase in social-commerce sales in 6 months without paid advertising at Bellami Hair.
- 1.2 billion+ podcast downloads helped drive growth for AfterBuzz TV & Black Hollywood Live.
- Managed 200–300 influencers and models and recruited 140+ creators.
- \$251K+ annual online sales and 40% year-over-year revenue growth for clients.
- 400% increase in completed purchases for client e-commerce stores.
- Managed 12 producers and 230+ hosts across multiple entertainment properties.

CORE EXPERTISE

Brand Strategy & Positioning • Social Commerce & E-Commerce • Influencer & Talent Management • Content Strategy & Production • Creative Direction & Storytelling • Product Launches • Audience Growth & Engagement • Digital Marketing • Partnerships & Brand Collaborations • Team Leadership • Analytics & Conversion Optimization

PROFESSIONAL EXPERIENCE

Bellami Hair | Creative Director | 2019–2022

Directed creative strategy and social commerce for a beauty brand with a social audience of 1.7M+ followers. Increased social-commerce sales 125% in six months without paid advertising. Managed 200–300 influencers and models, recruited 140+ creators, directed product launches, and led content production across campaigns.

AfterBuzz TV & Black Hollywood Live | Executive Producer & Host | 2009–2019

Helped scale one of the world's largest entertainment podcast networks to more than 1.2 billion downloads. Managed 12 producers and 230+ hosts, secured major talent bookings, built partnerships with Netflix, Oxygen, VH1, OWN, NBCUniversal and other media brands, and oversaw large-scale content operations.

Next Digital Production | Principal Marketing Strategist | 2022–Present

Lead end-to-end marketing, branding, web development, content production, and growth strategy initiatives. Increased client website traffic by 478%, add-to-cart actions by 639%, completed purchases by 400%, and contributed to \$251K+ annual online sales and 40% year-over-year revenue growth.

MARKETING TECHNOLOGY

Shopify • WordPress • Meta Ads • Google Analytics • YouTube Studio • Mailchimp • Canva • CapCut • Adobe Creative Cloud • AI Prompt Engineering • Linktree • SEO Tools

EDUCATION

Pace University, New York, New York | 2004–2006

BRANDS & NETWORKS

Bellami Hair • Netflix • VH1 • Oxygen • OWN • The CW • NBCUniversal