

# JESSICA E. BOYD

## BRANDING & MARKETING EXPERT

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### PROFILE

Innovative brand strategist and multi-hyphenate creative devising transformational concepts that shape brand perception through design, experiential, and digital content. Offers a track record of achievement in positioning clients and personal initiatives as market leaders through major retail placement and earned media in major news outlets.

### SKILLS

Ideation  
Brand & Creative Strategy  
Naming  
Logo & Brand Identity Design  
Print & Digital Design  
Digital Illustration  
Digital Content Creation  
Event Production  
Creative Direction  
Art Direction  
Integrated Marketing

### HONORS & RECOGNITION

Columbia Museum of Art, Inaugural 2018 Emerging Spirit Award  
S.C. Chapter of the Public Relations Society of America, 2018  
Mercury Award, Southeast Travel Society, 2018 Shining Example Award  
International Assoc. of Business Communicators, 2017 Marketing Communication Award

### EDUCATION

**Spelman College**, Bachelor of Arts, cum laude, English (2005-2009)  
**North Carolina Central University**, Master of Business Administration (2010-2012)

### PROFESSIONAL OVERVIEW

#### Dreamseed

April 2014 - Current

#### Founder & Chief Brand Strategist

Collaborates closely with clients to develop brand strategies, logo and brand identity systems, multidisciplinary design solutions, live experiences, digital content, and special campaigns to establish brand positioning, communicate value, grow reach, and improve brand perception amongst target audiences. Notable clients include: Shondaland, Zoom, Adobe, Partake Foods, A Peace of Soul Vegan Kitchen, and the Green Book of South Carolina.

#### POSITION HIGHLIGHTS

Strategized and executed rebranding effort for 15-year-old vegan restaurant pioneer, A Peace of Soul Vegan Kitchen. Developed new brand name, logo and brand identity, food packaging design, and food truck wrap design. Provided post-renovation interior design consulting for Main Street brick-and-mortar location. Oversaw brand management. Supported social media management and public relations efforts. Developed influencer marketing strategy and produced short-form Instagram video content.

- Grew social media audiences and customer base throughout 2020 onset of the pandemic.
- Supported pivot to online-only ordering system during pandemic.
- Engaged community voting which resulted in \$25,000 award in national Discover #EatItForward Sweepstakes in 2020.
- Built brand awareness contributing to earned press features by Forbes, Food Network, Thrillist, BuzzFeed, and more.

Illustrated, branded, and designed book layout for two children's books, *The ABCs of HBCUs* and *The ABCs of Black Wall Street* by indie publisher HBCU Prep School.

- *The ABCs of HBCUs* sold 1,000 copies within 30 days of release.
- Both titles landed online availability at Macys.com in Dec 2022.
- Both titles landed online availability and in-store placement in all 1,948 Target stores nationwide in Jan and Feb 2023.
- *The ABCs of Black Wall Street* featured on 2021 "The Best of the Best," list by the Black Caucus American Library Association.
- *The ABCs of HBCUs* featured on Essence Magazine's list of "Favorite Children's Books by Black Authors."

Proved vital to the successful launch of the Green Book of South Carolina in 2017 via social media management; project won several state awards and was featured by NBC News, The Root, Consumer Affairs, Amsterdam News, and more.

## PRESS

**Conde Nast Traveler (September 2022):** [This Website Makes It Easier to Find and Book Black-Owned Airbnbs in the U.S.](#)

**MatadorNetwork.com (June 2022):** [How Two Digital Nomads Founded a Directory for Black-Owned Airbnbs](#)

**Airbnb.com (March 2022):** [Living anywhere is more popular than ever for US Black and Hispanic communities](#)

**BecauseOfThemWeCan.com (March 2022):** [The Digital Nomad Couple Behind the Largest Black-Owned Airbnb List](#)

**ApartmentTherapy.com (February 2022):** [This Couple Created a Comprehensive List of Black-Owned Airbnbs](#)

**TravelNoire.com (February 2022):** [This Black Traveling Couple Just Created The Largest Black-Owned Airbnb List](#)

**BET.com (February 2022):** [Couple Creates Directory For Black-Owned Airbnb Hosts](#)

**HBCUConnect.com (April 2021):** [New Children's Book, The ABCs of HBCUs, Teaches Young People About Our Beloved Institutions](#)

**AFRO.com (March 2021):** [New Children's Book Celebrates Historically Black Colleges and Universities](#)

**BlackSouthernBelle.com (2021):** [How to Teach Your Kids with the HCU Prep](#)

**SodaCityBizWire.com (October 2018):** [New Coworking Pop-Up for Women Entrepreneurs Arrives in Columbia This Fall](#)

**TheState.com (October 2018):** [5 Minutes with Creative Mastermind Jessica Boyd](#)

## Journey Black Home

July 2021 - July 2022

Travel Blogger | Digital Content Creator

Conceptualized travel brand amplifying Black-owned eats, stays, and travel experiences across the U.S. while living as a digital nomad for one year.

Brand partnerships and campaigns include: Airbnb; Visit Raleigh; Discover Durham; Black Austin Tours; Experience Columbia (SC); Visit Beaufort, Port Royal & The Sea Islands; Casual Crabbing with Tia (one of top 4 Airbnb Experiences in the world).

### POSITION HIGHLIGHTS

Developed brand strategy, logo and brand identity, and WordPress website.

Produced original short-form video and photo content using Google Pixel, iPhone, and mobile editing apps VN and CapCut, exclusively.

Creative directed session with professional photographer to develop library of high-resolution digital press photos; identified production talent (photographer and makeup artist), designed photoshoot moodboard, sourced wardrobe, and scouted Atlanta shoot locations.

Wrote press releases and pitched targeted outlets; earned features by Conde Nast Traveler, Airbnb, Matador Network, BET, Essence, Travel Noire, Because of Them We Can, Apartment Therapy, Post & Courier, and more.

Developed and executed social media strategy that grew @journeyblackhome to 13.8K Instagram followers with peak 4% engagement rate in under one year.

Wrote SEO-optimized blog posts chronicling travel experiences for Journey Black Home website and guest blogging opportunities.

Hand-picked by Airbnb in December 2021 to appear in "A Day in the Life," campaign designed to launch brand's TikTok channel, following organic Twitter engagement with Airbnb CEO.

Conceptualized and released viral blog post listing 200+ Black-owned Airbnb stays across the continental United States in Jan 2022.

- Designed email marketing strategy to support Black-owned Airbnb listings resource, achieving list with 43% open rate and 13% click rate.
- Developed Black-owned Airbnb listings submission process and maintained fast-growing database of new submissions from the general public.
- Launched and managed niche @blackairbnbs social media accounts, reaching 20K Instagram followers in less than six months.

Designed media kit and custom proposal deck using Adobe InDesign.

Pitched and secured paid and in-kind brand partnerships with hospitality boards and travel brands to amplify local Black-owned businesses and travel experiences via digital content on Instagram, TikTok, Twitter, Facebook, and the Journey Black Home blog.

## PRESS

**TeenVogue.com (May 2016):** [This Pageant Exposes One MAJOR Problem with Beauty Queens](#)

**Mic.com (April 2016):** [How a Natural Hair Beauty Pageant Morphed Into a Platform for Female Entrepreneurs](#)

**Essence.com (April 2016):** [#BlackGirlMagic: A Natural Hair Beauty Pageant Turned Platform for Entrepreneurs](#)

**Tom Joyner Morning Show (March 2016):** [Jacque Reid Talks To The Creators Of The Miss Naturally Crowned Pageant](#)

**BlackEnterprise.com (March 2015):** [Naturally Crowned: The Growing Business of Natural Hair Pageants](#)

**CarolinaPanorama.com (January 2015):** [Big Hair Means Big Business in South Carolina](#)

**Free Times / The Post and Courier (April 2014):** [What's In A Hairstyle?: Contest Promotes Natural, Afro-Centric Hair](#)

## CLUTCH Cowork

**January - November 2018**

Brand Manager | Creative Director | Event Producer

Co-founded CLUTCH Cowork, a two-day pop-up coworking experience for women entrepreneurs, freelancers, and side-hustlers in Columbia, South Carolina. From guided meditations and desk yoga to on-site website critiques and speed-coaching, the CLUTCH experience was designed to support the wealth and well-being of ambitious women who work.

### POSITION HIGHLIGHTS

Assembled and managed creative team based in New York City and Charlotte to execute event branding, spatial planning, and interior design.

Designed custom Wordpress website to facilitate event ticket sales and engage hyperlocal online community via blog content.

Wrote and distributed press release to announce and amplify event via local media outlets.

Developed and executed social media strategy to grow brand awareness.

Hosted thoughtfully curated pop-up workspace for 100 women in business and the nonprofit sector from across South Carolina, with traveling attendees also joining in-person from Atlanta, Georgia, and Charlotte, North Carolina.

Organized 90 speed-coaching sessions with an assembled cohort of nine local experts in branding, mental health, finance, and more.

## Naturally Crowned

**December 2013 - June 2016**

Brand Manager | Creative Director | Event Producer

Co-founded Naturally Crowned, a beauty affirming digital and offline community for women and girls with naturally afro-ethnic textured hair in South Carolina. Live events promoted natural hair positivity and served as safe spaces for building healthy group- and self-esteem.

The brand's flagship, nationally-acclaimed event, the Miss Naturally Crowned pageant, awarded start-up business assistance and scholarships, natural hair and beauty products, travel opportunities, and other personal development experiences to help everyday millennial women further their aspirations in entrepreneurship and academics. The annual pageant launched in Columbia, South Carolina, in 2013 and expanded to Charleston, South Carolina, in June 2016.

### POSITION HIGHLIGHTS

Designed and managed UGC social media strategy to grow hyperlocal brand awareness and build offline community.

Achieved sold-out pageant events annually via social media marketing, guerrilla marketing, print advertising, and landed public relations pitches for radio and television news (200 tickets in Columbia in 2014; 400 tickets in 2015 and 2016 in Columbia after move to larger venue; 200 tickets in Charleston for first-year expansion outside of Columbia market)

**Naturally Crowned**

**December 2013 - June 2016**

Brand Manager | Creative Director | Event Producer

**POSITION HIGHLIGHTS (CONT.)**

Designed and pitched event sponsorship presentations.

Secured paid and in-kind event sponsorships from local businesses, media partners, and national brands such as Paul Mitchell the School, Cantu Beauty, Koils by Nature, and Fig Columbia.

Fundraised and awarded over \$10,000 annually in start-up business assistance, academic scholarships, natural hair and beauty products, confidence and runway coaching, and travel experiences to winners of the Miss Naturally Crowned pageant.

Conceptualized, planned, and marketed other ancillary events such as the Big Chop Bash (an in-salon hair cutting celebration for women looking to transition from wearing chemically-treated hair to their naturally afro-textured hair) and Kings Wear Crowns Too (a charity date auction featuring natural haired and bearded men, which resulted in one marriage).