

# AMBER JAUNAI

PR AND SOCIAL STRATEGIST  
with a focus on community building and engagement

914-885-4694 acjaunai@gmail.com www.linkedin.com/in/amberjaunai Los Angeles, California

## EXPERIENCE

### Red Bull

Social Media Strategist 2023 -2024 (Los Angeles)

- Collaborate with internal teams to manage and enhance the current Instagram account for sustained growth.
- Establish dedicated social media profiles for Red Bull Media House on Instagram, Facebook, and LinkedIn.
- Collaborate with our in-house editing team to produce compelling videos for various platforms.
- Coordinate with external clients and partners to source real-time content, including photos, videos, decals, press releases, and promotional materials, optimizing our online presence.
- Develop and refine internal guidelines to educate team members on social media analytics and provide external partners with consistency guidelines for content creation.

### Grand Rising Talent

Media Manager 2021- 2023 (Los Angeles)

- Asset creation: media kits, one sheets, production decks & various marketing deliverables which continues to result in network television appearances, financial sponsorships, & expansion of work for our clients
- Clipping, cataloguing, & editing client media appearances via Quicktime, Airy, Dropbox, & WeTransfer
- Ghostwriting articles & coordinating placement in major publications such as Blavity, Swaay, & TODAY; genres span the medical field, beauty & lifestyle, & political landscapes
- Producing & distributing monthly client reports on Released
- Establish & maintain relationships with clients, brand partners, & media outlets through regular communication
- Collaborating in key creative & strategic discussions in order to re-brand company & launch website which has been featured on Ebony, Diverse Rep, & Yahoo
- Maintaining website & creating additional website assets on Webflow & Canva to reflect rapidly growing business, as well as sourcing and managing external agencies to amplify brand
- Overseeing operations for CEO & various high-level clientele with 24+ projects in all stages of production on Outlook, Google Workplace, and Excel
- Planning, executing, & sourcing contractors (chef, photographer, etc.) & securing venues for exclusive events for company & clients
- Dedicated to keeping track of important trends and happenings of editorial media and journalism that influence the earned media strategies.
- Identifying and capitalizing on opportunities for client and organization partnerships
- Ensure all assets properly reflect and elevate client branding and oversee accurate usage by external partners

### Exeter - Insurrection Media

Production Coordinator 2022 (Los Angeles)

- Created, updated & proactively maintained both inward- & outward-facing production resources & documents
- Coordinated the physical & electronic wrap deliverables, including managing the organization, storage, & distribution of all production assets to executives at AMC, Audible, & in-house at Insurrection
- Worked closely with producers to organize & manage various needs such as talent/location releases, call sheets, scripts & other documents
- Documented and managed the onboarding process for talent in accordance with SAG-AFTRA standards

### AWRY

Executive Producer 2022 (New York & Los Angeles)

- Photo editing on Lightroom & Exposure X7
- Created marketing assets via Canva which has aided in client acquisition and deepened partner relationships
- Sourced & tracked grants & external funding for company
- Expanded social reach via Instagram & Tik Tok

### Split Ending Productions

Associate Producer 2021 (New York)

- Participated in key creative discussions & provided feedback
- Created & implemented production schedule
- Operated as de-facto Script Supervisor & AD by providing editorial support while in production
- Supported lead producer in order to keep entire crew on schedule & in accordance to union standards
- Arranged for transportation, craft services, & processed invoices in order to cultivate a positive culture on set
- Ensure all assets properly reflect and elevate client branding.

**EDUCATION** Bachelor of Fine Arts Pace University, Summa Cum Laude