

PRODUCER/PUBLICITY CONSULTANT



creative
PORTFOLIO

AMBER JAUNAI

www.amberjaunai.com/producer





welcome
FUTURE COLLABORATORS

Whether you're seeking captivating content, innovative marketing strategies, or unique multimedia solutions, you've come to the right place. Let's craft something extraordinary that truly resonates with your brand.

Here's to the exciting possibilities ahead!

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A roadmap of my creative toolbox.

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AMBER JAUNAI

PRODUCTION/PUBLICITY CONSULTANT

introduce **ABOUT ME**

Born and raised in New York and now based in Los Angeles, I draw inspiration from both cities' rich tapestry of artists and demographics. With a passion for creating compelling content and strategic marketing, I have a proven track record of elevating brands and securing valuable opportunities in the media landscape.

My expertise spans asset and marketing material creation that have resulted in network television appearances, financial sponsorships, and expanded client work. I take immense pride in the curation of client brand packages, where my ghostwriting contributions have been featured in major publications, amplifying brand credibility and visibility.

My commitment to maintaining strong relationships with clients, brand partners, and media outlets has been a cornerstone of my success. Staying ahead of media trends, I've executed key creative and strategic discussions to re-brand companies and launch new websites, while also overseeing website maintenance and expansion.

With experience providing support at high-profile events like Essence Black Women in Hollywood and the NAACP awards, I've played a pivotal role in orchestrating seamless lineups of interviews and event logistics. As a podcast producer and editor, I've brought creative direction and marketing acumen to unscripted series.

All these skills converge to form a solid foundation for effective project management, allowing me to seamlessly orchestrate diverse teams, resources, and strategies to achieve our shared goals.



**AMBER
JAUNAI**



VISION

To revolutionize the media landscape by amplifying voices historically silenced and elevating platforms that champion new ways of storytelling. My overarching goal is to tell compelling stories, connect with diverse audiences, and leave a lasting impact by redefining content creation and strategic marketing.

MISSION

To empower brands, creators, and communities through strategic storytelling and marketing innovation. I aim to curate authentic narratives, forge meaningful connections, and remain at the forefront of evolving media trends.

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professional
SKILLS

A creative producer and strategic publicist, versed in social media, copywriting and project management. Experienced in event coordination and multimedia, dedicated to driving brand success.



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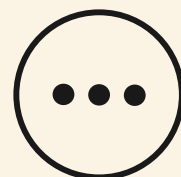


Services Offered



Social Media Management/ Copywriting

Expand and engage audiences on platforms like Instagram and TikTok to enhance brand reach. Develop and produce articles, marketing collateral, and multimedia assets.



Production Management

Oversee all aspects of a project's execution, from planning and resource allocation to coordination and quality control. Ensure efficient workflows, on-time delivery, and the successful realization of creative and business goals.



Public Relations/ Strategic Marketing

Manage media relations, secure press coverage, curate media appearances, and create comprehensive marketing strategies to enhance brand visibility and secure sponsorships, all aimed at elevating brand reputation.

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Writing Samples

I specialize in crafting compelling narratives and ideas that not only showcase your expertise but also secure valuable earned media opportunities.

OPINION

Kevin Samuels Left Us A Final Lesson On The Risks Of Hypertension

While I was never a healthcare provider to Samuels, this is a clinical picture that I've unfortunately seen too often, especially in those with poorly managed blood pressure.

By Nurse Alice
August 02, 2022 at 1:02 pm

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BLAVITY

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OPINION

As A Black Nurse, I Know Health Care Is Not Exempt From Systemic Racism And Injustice

Implicit biases and white privilege exist, and quite frankly, many of the C-suite of health care systems operate in a profit over patient fashion.

By Nurse Alice
June 16, 2022 at 11:58 am

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APPLY NOW

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[READ FULL ARTICLE](#)

OPINION

5 Ways To Survive An Unexpected Trip To The ER

Remember these steps to help you have a successful experience.

By Nurse Alice
April 14, 2022 at 10:10 pm

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BLAVITY

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Women & Metabolism: 4 Tips To Keep Yours Strong

By Krista Kucharski | 20th Mar 2022 | 5 min read

As we celebrate the achievement and contribution of women during Women's History Month, it's also a great time to check in with women's health. For a registered dietitian who has worked as a sports dietitian for over 20 years, I know that research into women's metabolism has given us a better understanding of how we, as women, can take care of our metabolic health as we age.

Metabolism is a crucial process in the body which converts food into energy and is measured in units called calories. It's important to maintain a healthy metabolism because a consistently slower metabolism leads to the unnecessary energy that is needed to burn fat, leading to weight gain.

A woman's metabolism can be influenced by various factors, including hormonal changes during the menstrual cycle, pregnancy, menopause, and thyroid disorders. Women generally have a slower metabolic rate than men due to lower muscle mass, smaller body size, and lower testosterone levels.

Specifically for women, as they age, metabolism slows down and they need fewer calories during the day. This can be frustrating for some women because of changes in weight. There are a few factors for these changes in a woman's metabolism as they age. One of them is pregnancy which can mean gaining extra weight affecting muscle and metabolism. Menopause also can affect metabolism because it leads to a loss of muscle mass and a decrease in metabolism. From an evolutionary perspective, weight is typically evenly distributed. After menopause, most of it is in the middle-aged women. The biggest reason for this change in weight distribution is due to changes in estrogen levels being either too high or too low.

However, there are a few ways women can support their metabolism and overall health.

- 1. Engage in Physical Activity**
- 2. Eat Nutrient-Dense Foods**

SWAY

Make Nutrition Part of Your Self-Care Practice

By Krista Kucharski | 18 May 2022 | 3 min read

Nothing your mind and body is a fundamental aspect of self-care. There are several types of self-care, including emotional, mental, emotional, spiritual, and physical. Make it a habit to take care of your body and your mind. It's a great way to take care of your self-care practice.

When we think of self-care, we often think of getting regular exercise and adequate sleep, but consuming healthy meals is also a great way to tap into a healthy practice. There are many ways to take care of our bodies and minds through nutrition. It's a big theme in my integrative nutrition work with my clients.

Proper nutrition can decrease your risk for chronic diseases like heart disease, diabetes, arthritis, and cancer. Eating properly can also provide us with the energy we need to take care of our self-care practice such as regular and regular sleep. Proper nutrition can also combat symptoms of your mental health such as fatigue or depression. There are many ways you can tap into this beautiful self-care practice through nutrition.

1) Follow a healthy diet - Following a healthy diet is an essential part of optimizing our health. We need to ensure that we are not eating or drinking anything that is not good for us. This includes things like refined grains, processed meats, simple carbohydrates, and added sugars. We should also limit the intake of processed foods. We can follow a healthy diet by making sure we are consuming healthy fats, complex carbs, lean proteins, and meeting our protein needs through nutrition.

2) Proper hydration - Staying hydrated is a crucial part of maintaining our health. We need to ensure that we are drinking enough water to keep our bodies hydrated. It's essential to use healthy hydration and limit salt intake, as well as other electrolyte imbalances. Preparing food at home allows you to control what you put into your body. You can also use this time to play a product or your favorite music to combine other forms of self-care.

3) Be Flexible - The other side of nutrition is not restricting ourselves entirely. We can make a healthy diet that works for us and still enjoy eating. It's important to go to a nutritionist and get a personalized plan for you. Hanging out with friends and eating for fun is a great way to enjoy your diet. It's important to remember that a healthy diet is not a punishment. It's a way to take care of your body and your mind. We should also be open to trying new things and seeing what works for us. We should also be open to trying new things and seeing what works for us.

4) Practice Mindfulness - Mindfulness is a great way to take care of your self-care practice. It's a way to be present in the moment and to enjoy the food that you are eating. It's a way to be present in the moment and to enjoy the food that you are eating.

SWAY

Fad Diets 101: What To Watch Out For

By Krista Kucharski | 17 Mar 2022 | 4 min read

The marketing of a new diet or supplement with one restriction and an influx of ads for the latest diet to help you reach your goals. However, as a registered dietitian and the founder of Integrative Nutrition, I know that you will want to know your goals without creating a temporary diet. In fact, fad diets can generally be more harmful than good in the long run. Fad diets often can be very restrictive. We have to remember that a diet is not a punishment. It's a way to take care of your body and your mind. We should also be open to trying new things and seeing what works for us.

It may be hard to spot when a diet is a fad diet. There are some signs to look for when you spot a fad diet and ways to maintain a healthy diet without cutting out major food groups.

Signs of a Fad Diet:

- It's a diet that is very restrictive and has a lot of rules.
- It's a diet that is very restrictive and has a lot of rules.
- It's a diet that is very restrictive and has a lot of rules.

Fad diets often restrict or limit certain food groups. This can lead to nutrient deficiencies and other health issues. It's important to remember that a diet is not a punishment. It's a way to take care of your body and your mind. We should also be open to trying new things and seeing what works for us.

Examples of Fad Diets

There are many fad diets out there. Some of the most common ones are the keto diet, the paleo diet, and the intermittent fasting diet. These diets often restrict or limit certain food groups. This can lead to nutrient deficiencies and other health issues. It's important to remember that a diet is not a punishment. It's a way to take care of your body and your mind. We should also be open to trying new things and seeing what works for us.

SWAY

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project PORTFOLIO

Welcome to my project portfolio, a curated collection that spotlights my expertise in publicity, producing, project management, and talent coordination. These projects illustrate my commitment to excellence and my ability to thrive in various challenging roles.

REDBULL

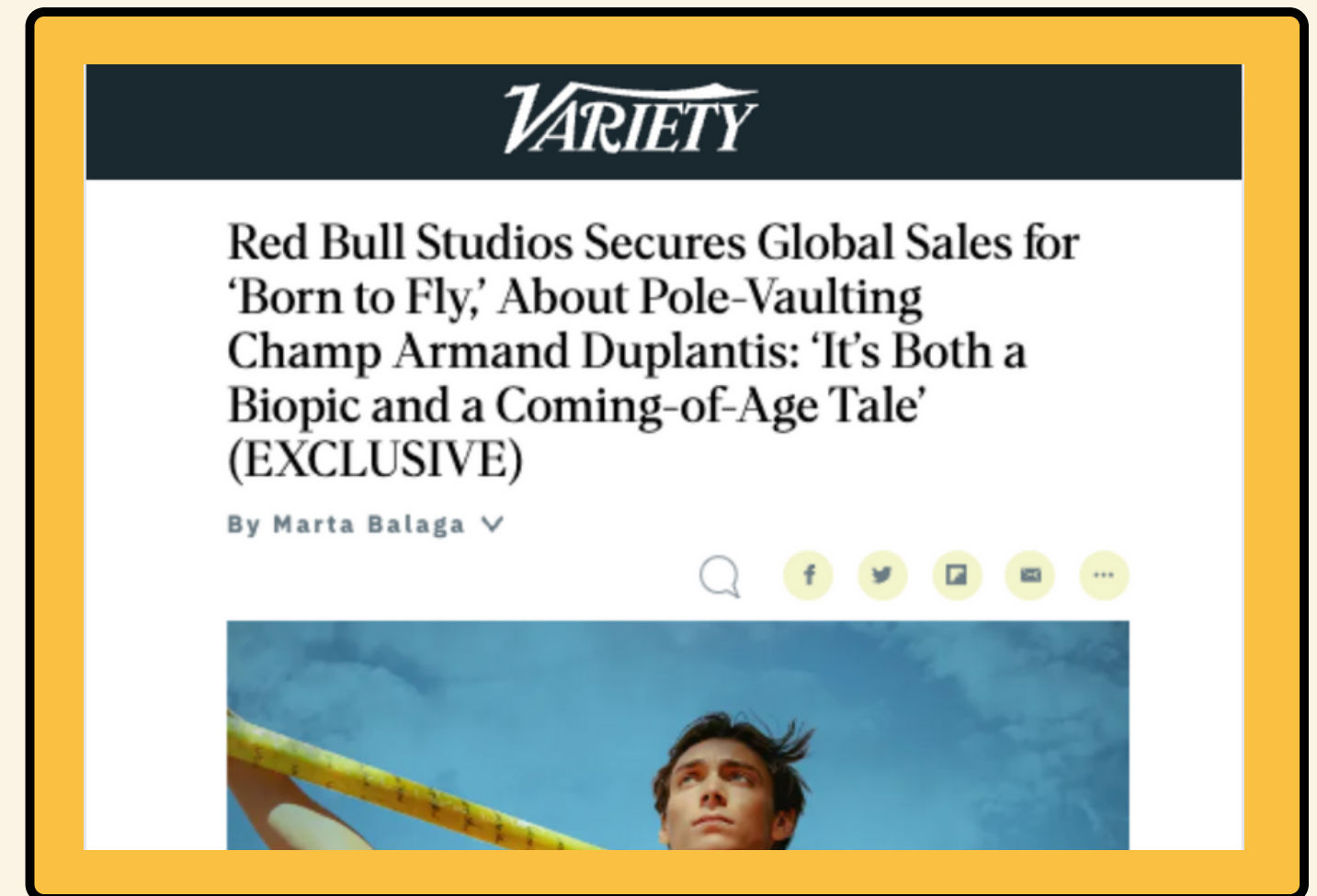
EXETER

ESSENCE

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RED BULL



I play a pivotal role in crafting and executing the social media strategy. Based on the client's goals, the primary focus is elevating Red Bull Studios' online presence, engaging with their audience, and promoting their documentary content as they go through the festival circuit and look for distribution.



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EXETER

In the high-pressure world of our AMC-sponsored podcast, I specialized in optimizing efficiency. I expertly managed all production resources and documents, both inward and outward-facing, keeping our operations smooth and effective.

My role extended to coordinating wrap deliverables and precise distribution of production assets to AMC, Audible, and the in-house team at Insurrection.

Working closely with producers, I efficiently handled talent/location releases, call sheets, scripts, and other critical documents. I also managed the talent onboarding process, adhering to SAG-AFTRA standards.

Despite a positive COVID-19 test with one of our actors, I ensured our production stayed safe and on track, demonstrating our team's adaptability and determination in overcoming challenges.

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ESSENCE

Essence Black Women in Hollywood, including Hollywood House, was a two day event celebrating Black women in Hollywood and their achievements. I directly supported the auspice, Erica Cobb, for a special segment for the nationally syndicated Daily Blast Live tv special. I fielded all publicists & their correlating clients in order to create a seamless, flowing lineup of interviews.

In a similar vain, I also asisted with guest outreach and scheduling for the *Comeback with Erica Cobb* podcast, which was a 2023 NAACP award nominee.



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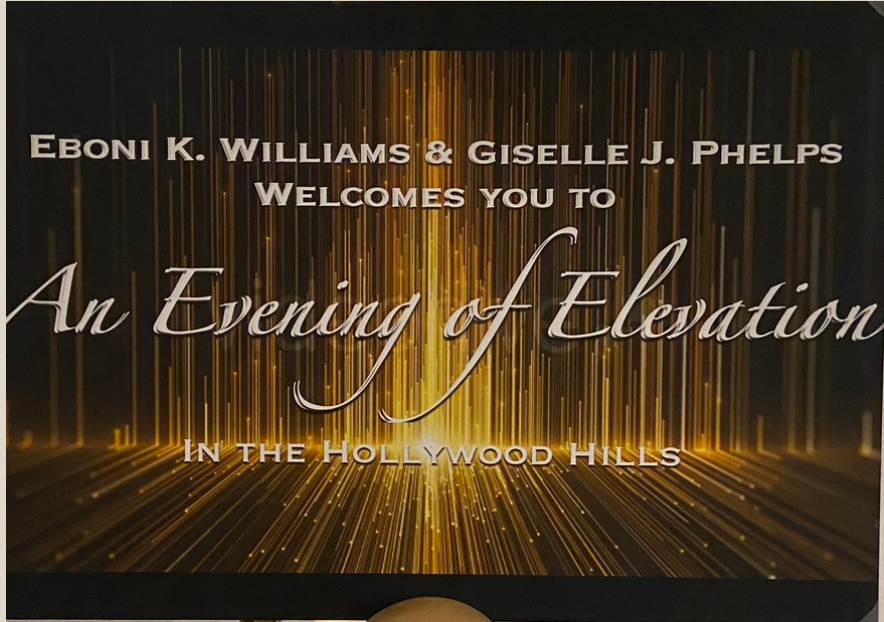
ask me about
OTHER NOTABLE PROJECTS



AWRY MEDIA

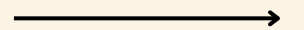


QUEENS GAMING



EVENING OF ELEVATION

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Client Testimonials



Cheryl Dicarlo

Client, ESPN

Amber is a joy to collaborate with on ESPN Women's Sports campaigns. She brings a fresh, confident, genuine tone that is undeniable. Amber's voice comes through full of spirit, swagger and likability. She is poised, creative and her passion for her craft is inspiring.



Barrie Adleberg

Client, Split Ends Media

Amber is resourceful, thorough, and an overall joy to work with. She finds creative solutions around any challenge. Her organizational skills were invaluable on set. She is an absolute asset to any team!



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Emily Gottlitch

Client, Red Bull Studios

Amber is a joy to work with, has an incredible work-ethic, and above all else, is a team player who goes above and beyond to fulfill her responsibilities. Every time I have worked with Amber, or recommended her to others, I have received extremely positive feedback on how great she is at what she does. Amber is more than a triple threat. She is extremely talented and dedicated to providing top-notch service in any role she takes on.



Precious Olisadum

Client, Favor Skin Health

Working with Amber has been an absolute dream. She just gets it! She was incredibly swift at drafting our brand audit & she's grasped the exact vision that we have for our rebranding and we've been completely in sync on all strategies and plans. I've really appreciated how attentive she is, she catches the little details that even I've missed! I couldn't possibly ask for a better marketing strategists. Thank you Amber!!!!



Let's work
TOGETHER