
JASMIN K. RIVERS

Starting Conversations Since 2015

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SUMMARY

Award-winning director-level marketer with experience leading teams and developing integrated campaigns across digital, paid, organic, and production. Skilled in strategy development, storytelling, and cross-functional leadership that drives brand growth and audience engagement by leveraging the latest social media trends, emerging platform practices, and robust cross-functional governance to protect and grow legacy brands, including Wilson and Lexus.

WORK EXPERIENCE

WILSON SPORTING GOODS, Chicago, IL

2024 – Present

Head of Global Social Media, Racquet Sports

Senior-level global social leader overseeing strategy, commerce-adjacent storytelling, community growth, and cross-regional execution for tennis and pickleball. Known for translating cultural insights, sport moments, and influencer partnerships into high-impact content ecosystems.

- **Brand Strategy:** Led influencer and creator strategy focused on prioritizing diversity across race, gender, sexuality, skill, and racquet sports background to align with brand strategy.
- **SOP Development:** Designed and implemented standard operating procedures (SOPs) for end-to-end content ecosystems, including social content planning, event coverage, product launches, content approvals, guidelines, and publishing, to support fast-moving global marketing calendars, improving efficiency across overlapping tennis and pickleball calendars.
- **Cross-Functional Collaboration:** Oversaw six (6) international teams (NAM, EMEA, APAC, LATAM, AUS, NZ), establishing strict social media governance and SOPs in alignment with Legal and PR partners to mitigate reputational risk while empowering localized, real-time storytelling.
- **Managing Budgets, Strategic Rigor:** Managed multimillion-dollar budgets for creator, brand, and social media strategies, ensuring spend aligned with strategic priorities and highest-performing content formats.
- **Measurable Impact:** Through strategic experimentation, consistent publishing, and culturally relevant storytelling, drove WilsonTennis TikTok from about 5K to 30K followers, increased WilsonTennis Instagram from about 630K to 726K followers, and scaled WilsonPickleball Instagram from about 1K to 7K followers, transforming dormant or inaccessible accounts into active, high-performing brand channels.
- **Drive Performance with Creative Excellence:** Led social content strategy and on-the-ground execution, including production teams for over 15 owned Wilson moments, such as Roland-Garros and US Open, aligning global brand priorities with local culture and tournament storytelling.
- **Digital Analytics:** Analyzed platform performance and qualitative community signals to refine content strategy, optimize posting cadence, and inform future campaign planning and investments to support product discovery, launch velocity, and conversion during key retail moments.
- **Social Media Management | Brand Equity:** Guided community management and content teams to deliver industry-leading engagement and disruptive reactive social media moments, including executing real-time strategic pivot for Aryna Sabalenka's US Open racket launch, yielding 1.2M+ impressions.
- **Storytelling:** Elevated Wilson's athlete storytelling during the US Open by balancing legacy credibility with next-generation talent visibility, reinforcing the brand's role at the center of the sport.
- **Translated social storytelling into measurable commercial outcomes,** including same-day product sell-through of all 1,000 limited-edition rackets and retail traffic.
- **Captured and published social-first content that became the top-performing (over 1.2M impressions) content across all Wilson US Open coverage.**
- **Conceptualized social-first episodic athlete series during Wilson Tennis Club activations, leveraging repeatable formats to deliver high-performing, personality-driven content that complemented real-time match and product storytelling.**

PRECISE COMMUNICATIONS, Atlanta, GA

2022 – 2024

Account Supervisor, Digital and Social

Built, led, mentored, and inspired a team of social creatives and strategists, fostering high standards and a strong creative culture. Drove relevance and prestige for global brands through high-visibility launches by embracing and leveraging multiculturalism. Client Accounts: Lexus, Aquaphor, Nivea, Coppertone, White X, and Toyota.

- Concepted and executed the vision for multichannel brand and media strategies encompassing influencer marketing, media relations, mailer development, event management, and social media strategy for enterprise-level companies.
- Transformed the agency's digital and social media department by introducing new comprehensive strategies and designing comprehensive plans across social, digital, and broadcast media, resulting in doubled brand visibility, industry awards, and guest speaking opportunities for C-suite.
- Spearheaded influencer marketing strategies to contract 10 aligned creators in key markets for Lexus' sponsorship of Beyoncé's Renaissance World Tour and partnership with BeyGOOD Foundation.
- Pressed market awareness and produced press materials to announce Lexus' sponsorship of Beyoncé's Renaissance World Tour and partnership with BeyGOOD Foundation, garnering 27 media placements and 456M impressions, increasing Lexus brand sentiment by 35% across the 18-35 demographic.
- Led collaborative agency partnerships with M Booth, Walton Isaacson, and Frank White, developing and activating multicultural-focused public relations (PR) campaigns for the client roster.
- Spearheaded team to develop social, digital, influencer, and media relations strategy for the world premiere of "Black Panther: Wakanda Forever," collaborating between Lexus and Marvel Studios, achieving a reach of 1.8M impressions.
- Managed media relations for National AIDS Memorial's Change the Pattern campaign, garnering 40.1M combined paid and earned impressions in four US markets.
- Developed influencer and organic social strategies for The Center for Black Health and Equity's Truth Check campaign, yielding a 26% increase in website traffic and three multicultural awards from the Public Relations Society of America (PRSA), Georgia Chapter.
- Ideated and activated record-setting strategies that drove the fastest product sell-out to distributors (+150% sales) for Sazerac & Quavo's White X Cognac.
- Led content team responsible for creating White X Cognac's brand launch messaging, "Bossed Up," leveraging male creators via custom mailers and influencer support, generating over 700M impressions and 200M unique viewers (social platforms) in three months, exceeding client key performance indicators of 30+ media placements and counting.

NEX INC., San Francisco, CA

2021 – 2022

Social and Content Marketing Lead

Drove brand growth with reimagined integrated marketing plans, leveraging insight-driven strategies, including social content and influencer partnerships, for household names such as Nike and Warner Bros.

- Implemented a nimble and effective approach to brand growth by strategically revamping social media strategies for NEX Inc., HomeCourt, and Active Arcade, resulting in 56% increased engagement through influencer, earned media, and targeted paid advertising efforts.
- Employed a comprehensive data analysis approach, integrating internal data, native platform insights, third-party analytics tools, and market research findings to inform strategic social media initiatives and optimize audience engagement and brand impact.
- Collaborated closely with influencer marketing partners to define project objectives, co-create and guide content deliverables aligned with brand objectives, and monitor performance metrics, resulting in successful campaigns driving brand awareness and downloads.
- Led cross-collaboration and partnerships with Nike and Warner Bros' Space Jam: A New Legacy, including managing activations and influencer support, increasing app downloads (+5%).

THE MARKETING ARM, Chicago, IL

2020 – 2021

Account Executive

Minted social currency through revamping and relaunching "spokes-personality" Jake from State Farm to a diverse Millennial and Gen Z audience.

- Guided content and persona strategy to reintroduce "Jake from State Farm" to Millennial and Gen Z customer segments, managing the State Farm client relationship, content strategy, and creative team, increasing engagement rates above platform benchmarks (more than 2%) on Twitter and Instagram.
- Defined frameworks and **crafted engaging social media copy** to reintroduce 'Jake from State Farm,' ensuring message consistency as a person of color (POC) and driving engagement rates +2.3% above benchmarks.

- Designed innovative campaigns, including “Jake A Likes,” Drake from State Farm Super Bowl LV campaign and monthly evergreen initiatives.
- Utilized social listening insights to develop and lead strategy and execution of an influencer social campaign, “Jake A Likes,” featuring The Bachelor’s Mike Johnson, exponentially increasing brand sentiment and searches in 2020 (source: Google Trends).
- Organically grew Instagram followers by over 430% and increased Twitter followers by over 20% in 2020 with limited paid social support (less than three posts per year).

PROJECTS

Workshop Director, THE MARCUS GRAHAM PROJECT

Crafted curricula, seminars, and workshops to educate the next generation of marketing strategies, career pathways, and campaign developments. Served as a liaison between participants and MGP and collaborated with sports clients, including NBA, NFL, MLB, and MLS.

- Created specialized workshops, including The Beauty and Fashion Marketing Vault, catering to women interested in entering the beauty and fashion industry.
- Established partnerships between sports teams and fashion brands, fostering collaborations to enhance brand visibility and market reach.

EDUCATION

Bachelor of Arts (BA), Public Relations, UNIVERSITY OF NORTH CAROLINA CHARLOTTE, Charlotte, NC

CERTIFICATIONS

Certified Digital Marketing Professional, DIGITAL MARKETING INSTITUTE

AMA Professional Certified Marketer PCM in Digital Marketing, AMERICAN MARKETING ASSOCIATION

ACTIVITIES

Alumni Board and Workshop Director, THE MARCUS GRAHAM PROJECT (2016 – Present)

Founder and Coach, BLACK GIRLS KICKIN’ IT (2023 – Present)