

# JERMAINE WRIGHT

## A.I Marketing Strategy | A.I Content | Marketing Automation

**AI-Driven Digital Marketer** specializing in **Growth Strategy, Automation, Content, and SEO for SMEs**. I leverage cutting-edge AI tools to create and execute impactful marketing strategies and systems that **increase engagement, optimize business workflows, and drive business growth.**

### WORK EXPERIENCE

#### 01. LATORE PROPERTY SERVICES (JAM) Content Marketer (REMOTE) (OCT 2024 - FEB 2025)

**CLIENT PROBLEM:** the client wanted to establish their brand online but lacked the marketing, budget, resources or direction to do so. They also had very little to no footprint online, nor had established a brand outside of a logo.

**SOLUTIONS I PROVIDED:** I established a solid online presence for the client that positioned them as an authoritative figure in the Real Estate industry in Jamaica despite significant financial constraints. I also developed their brand identity.

I did so by:

- **Creating a Brand Guideline** that established their brand colours, fonts, design style, tone and voice, and slogan.
- **Creating a Content Marketing Strategy** that established the client as an authority figure in the niche.
- **Creating graphical and written Social media content** ([Instagram](#), LinkedIn, TikTok) - 100 posts.
- **Repurposing content** of various formats from written to videos and graphics.

#### A.I. AUTOMATION

On the project, I **utilized A.I tools** such as:

- **Claude and ChatGPT** – for writing [LinkedIn Newsletter articles](#) and LinkedIn posts.
- **Peplexity** – for in-depth research to gather valid data.
- **Canva** – for graphics, video creation, and images.
- **Zoho Social** – for Social media scheduling
- **Created Projects (Claude) and Custom GPTs (ChatGPT)** to create content that best depicts the client's style, tone, and voice.

#### 02. PROPERTIES & NOTES INVESTMENTS (USA) A.I. Marketer (REMOTE) (FEB 2025 - PRESENT)

**CLIENT PROBLEM:** the client needed a digital marketer that could manifest their vision of establishing themselves as a thought leader in the Mortgage industry through effective Content and Email marketing. The client also lacked a streamlined marketing strategy to generate new leads, nurture old leads, and engage their client list.

**SOLUTIONS I PROVIDED:** I developed an effective content marketing strategy that established a consistent and sustainable flow of valuable content that generated new leads, nurtured old leads, and engaged their client list. I also developed automated Email, Newsletter, and WhatsApp Group campaigns that bridged a gap between them and their client list as it relates to communication.

The content I created:

- acted as a mouthpiece for the client's unorthodox perspective on topics in the industry - challenged common assertions and beliefs among both target audience and peers that are not supported by real data.
- answered the client's target audience questions with valuable content that addressed their pain-points.
- told compelling stories from the client's meaningful experiences in the niche.
- explored counter narratives on common topics revealing overlooked but important areas in the client's niche.
- explored topic ideas that others in the niche miss.

#### ○ **A.I. AUTOMATION**

On the project, I **utilized A.I tools** such as:

- **Claude and ChatGPT** – for writing blog articles and LinkedIn posts.
- **Mailchimp** – for automate personalized email campaigns and content scheduling.
- **Canva** – for graphics, video creation, and images.
- **Created Projects (Claude) and Custom GPTs (ChatGPT)** to create content that best depicts the client's style, tone, and voice.
- **Automated Email outreach campaigns** that established a warm and sustained connection between the client's company and its leads and clients.

## 03. **KCP ACCOUNTING SERVICES** (JAMAICA) Full-Stack Digital Marketer (REMOTE) (NOV 2023 - FEB 2024)

Acted as a One-person Marketing Team implementing and executing a Digital Marketing strategy that established a solid online presence for the company. Tasks performed include: **Copywriting, SEO, Design (Graphics, Website), PPC Ads, Social media.**

- Built, designed, and wrote all the copy for the company's website that:
  - received **2,400 New Users and approximately 3,000 Sessions in the first two months after launch.**
- Performed Search Engine Optimization on the entire website that (*in the first two months after launch*):
  - ranked **19 keywords in TOP 10 (7 1st and 13 TOP 3)** in Google Jamaica
  - ranked **13 different keywords (6 in TOP 3) in the TOP 10** in Google Maps.
  - ranked **12 keywords in TOP 10 (2 1st and 7 TOP 3)** in Bing Jamaica.
- Created written and graphical content for Social media channels that:
  - increased Engagement (Content Interactions) on Instagram by **4,400%** in two months.
  - increased the Accounts Reached on Instagram by **8,100%** in two months.
  - increased the Accounts Engaged on Instagram by **1,250%** in two months.
  - increased Profile Visits on Instagram by **251%** in two months.
- **Successfully integrated/setup marketing tools including** Zoho One (multiple apps), Wordpress (multiple plugins), Google Analytics, Google Search Console, Bing Webmaster Tools, Bing Places for Business, Google My Business, Microsoft Advertising.

## 04. **STUDENT.COM** (UK) SEO Content Writer (REMOTE) (JAN 2020 - JAN 2024)

Helped the client to improve lead generation by writing in-depth SEO articles for 185 landing pages that ranked:

- ranked **#1 in Google** for **508 keywords** across **12 different countries**. (51 in Google USA)
- ranked **#1 in Bing** for **1002 Keywords** across **12 different countries** (358 in Bing USA)
- ranked **#1 in Yahoo** for **1,412 Keywords** across **12 different countries** (121 in Yahoo USA)















# EDUCATION

- 01. **DIGITAL MARKETING ACADEMY** —→ ● Digital Marketing Mastery CERTIFICATE
- 02. **VANDERBILT UNIVERSITY** —→ ● Agentic AI and AI Agents: Introduction CERTIFICATE  
● OpenAI GPTs: Creating Your Own Custom AI Assistants CERTIFICATE
- 03. **GOOGLE** —→ ● Prompting Essentials CERTIFICATE
- 04. **IBM** —→ ● The AI Ladder: A Framework for Deploying AI in your Enterprise CERTIFICATE
- 05. **STARWEAVER** —→ ● Grow with AI: Your AI-driven Growth Marketing Strategy CERTIFICATE
- 06. **INTERACTION DESIGN FOUNDATION** —→ ● UX Design CERTIFICATE ● Design Thinking CERTIFICATE  
● Mobile UX Design CERTIFICATE ● Emotional Design CERTIFICATE

# SKILLS

HARD				SOFT			
Writing	Design	SEO	Research	Human Psychology	Empathy	Critical Thinking	Attention to Detail
Analytics	LLM Prompting	A.I Assistant Development	Marketing App Integration	Problem solving	Creativity	Organization	Imagination

# A.I TOOLS I USE

 <b>Claude</b> WRITING; A.I ASSISTANTS	 <b>ChatGPT</b> A.I ASSISTANTS; STRATEGY; DOCUMENTATION	 <b>perplexity</b> RESEARCH	 <b>Canva</b> GRAPHICS; VIDEOS
 <b>make</b> WORKFLOW AUTOMATION	 <b>INTUIT mailchimp</b> EMAIL AUTOMATION	 <b>ImageFX</b> IMAGE GENERATION	 <b>Plagiarism Checker X</b> A.I CONTENT CHECKER; PLAGIARISM CHECKER
 <b>ProWritingAid</b> WRITTEN CONTENT EDITING	 <b>WriterZen</b> KEYWORD RESEARCH; TOPIC FINDING	 <b>slack</b> COLLABORATION/PROJECT MANAGEMENT	
 <b>Figma</b> WEBPAGE PROTOTYPING	 <b>Relume</b> WIREFRAME BUILDING	 <b>Webflow</b> WEBSITE BUILDING	