

Jasmine Stokes

Brand Strategist • Narrative Architect • Creative Systems Builder

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Portfolio: stokesstrategy.com

CORE DISCIPLINES

Brand & Narrative Architecture
Messaging Frameworks
Story Systems & POV Design
Brand Voice Development
Audience Psychology & Insight Translation
Creative Strategy & Concept Direction
Trust-Centered Communication
GTM Story Arcs & Positioning

SIGNATURE FRAMEWORKS

Complex > Simple > Human Method

A translation model for turning technical, AI-heavy, or sensitive narratives into clear, emotionally resonant stories without oversimplifying.

Clarity > Trust > Activation Flow

A storytelling system moving audiences from comprehension > emotional safety > meaningful engagement.

SELECTED HIGHLIGHTS

Meta AI: Humanized technical AI narratives and created weekly “trust health” reporting for product & comms teams.

Meta Rebrand: Managed real-time narrative stability during the Facebook → Meta identity shift.

TimeWarp Brand System: Crafted the conceptual and narrative backbone for a differentiated brand voice.

Friendsgiving Micro-Activation: Designed community behavior models and sentiment loops in a live engagement prototype.

EXECUTIVE SUMMARY

Brand Strategist and Narrative Architect with 5+ years shaping clear, trust-centered storytelling for complex, technical, and emotionally sensitive topics. I architect brand narratives, voice systems, messaging frameworks, and audience psychology pathways that turn confusion into clarity, clarity into trust, and trust into meaningful action. Experienced across global tech, emerging AI, and brand-forward creative partnerships.

Brand Strategist & Narrative Architect

Khoros LLC (Contracted to Meta, Instagram, Meta AI, Meta Quest, Meta Employer Brand, Whole Foods, USAA, Pixar, Disney)

2021–2025

- Designed voice systems, messaging matrices, and multi-layer narrative structures used across Meta teams.
- Translated complex AI, immersive tech, and employer brand concepts into human-centered messaging rooted in trust.
- Built dashboards surfacing insight indicators, trust signals, behavior patterns, and narrative risks.
- Developed trust-first comms frameworks for AI products, stabilizing sentiment during high-stakes launches.
- Moderated Facebook’s live rebrand keynote and orchestrated real-time community narrative strategy.
- Synthesized competitive intelligence into positioning cues and story-led differentiators.

Brand Strategy Partner

Timewarp

2025–Present

- Built the strategic reporting system translating cultural trends and sentiment patterns into actionable brand POVs.
- Developed conceptual campaigns, philosophical messaging, and narrative dynamics for a unique “from-the-future” voice.