

Jasmine Stokes

Creative Strategist · Story Architect · Trend Translator

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Portfolio: stokesstrategy.com

CORE DISCIPLINES

Concept Development & Creative Direction
Narrative Concepting & POV Design
Cross-platform Idea Adaptation
Insight-led Storytelling
Cultural Trend Intelligence
Behavioral Signal Translation
Message Sequencing
Campaign Narrative Direction

SIGNATURE FRAMEWORKS

Complex to Simple to Human Method

A structured approach for turning technical or abstract concepts into clear, emotionally grounded creative narratives..

Clarity to Trust to Activation Flow

A story progression model guiding audiences from understanding to emotional resonance to meaningful engagement.

SELECTED HIGHLIGHTS

Meta AI: Humanized technical AI narratives and translated dense concepts into creative stories used across product and comms teams.

Meta Rebrand: Synthesized real-time sentiment into creative reframes to maintain narrative clarity during the Facebook - Meta identity shift.

Instagram Brand & Culture: Developed story structures and creative framing systems aligning editorial, cultural, and narrative goals.

Friendsgiving Prototype: Designed a behavior-mapping micro-experiment using story systems and live participation analytics.

EXECUTIVE SUMMARY

Creative Strategist with 5 years shaping story systems, brand narratives, and concept direction for global tech and emerging AI. I specialize in transforming complex ideas into creative narratives that are clear, emotionally resonant, and culturally informed. My work blends insight-led storytelling, creative systems thinking, and brand voice development to support campaigns, content arcs, and high-stakes communication moments.

Creative Strategist and Narrative Partner

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

2021–2025

- Transformed dense AI, VR, and immersive tech concepts into clear creative ideas and narrative structures.
- Shaped POVs and concept frameworks for Instagram's cultural storytelling and post-story formats.
- Created short-form narrative sequences and creative directions guiding editorial and community content.
- Translated sentiment, cultural shifts, and behavior signals into creative pivots and conceptual reframes.
- Authored high-clarity creative briefs and multi-format story plans for Threads, IG, TikTok, and long-form.
- Built dashboards surfacing behavior-based creative insights used to guide concepts and narrative planning.

Founder & Senior Brand Strategist

stÖks Strategy

2024–Present

- Created the brand identity, POV, and conceptual language for stÖks, including the Ö Persona system.
- Designed creative-ops workflows and multi-database Notion systems for content and narrative planning.
- Developing creative frameworks, templates, and conceptual IP for small businesses and creators.