Jasmine Stokes

Social Strategy Lead · Audience Insights Specialist · Story System Builder

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CORE STRENGTHS

Social strategy

Audience insight + sentiment

Platform-native storytelling

Real-time content calls

Content frameworks + planning

Creative briefs + copy

Voice + narrative alignment

Community trust systems

SIGNATURE APPROACHES

Audience Signal Mapping

A behavior-first approach that connects sentiment patterns, cultural tension points, and trust indicators to content strategy.

Clarity to Trust to Activation Flow

A social storytelling model guiding content from comprehension to emotional safety to meaningful engagement.

Complex to Simple to Human Method

A translation system used to humanize emerging tech and simplify complex topics for social audiences.

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

Strategic Social Lead with 5 years building audience-first social systems, narrative frameworks, and trust-centered messaging for global tech brands. I blend behavior signals, social listening, and creative insight to design social ecosystems that drive clarity, trust, and cultural relevance. I turn data into direction, sentiment into strategy, and complex topics into content people care about.

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

- Built platform-native strategies grounded in behavior and culture.
- Developed narrative arcs, themes, and story frameworks.
- Linked product messages with sentiment and trust signals.
- Delivered live insights during launches and sensitive moments.
- Flagged trend shifts and emotional triggers shaping content.
- Guided editorial tone, timing, and message clarity.
- Built sentiment workflows for launches and brand shifts.
- Designed dashboards surfacing crisis cues and opportunities.
- Shaped trust-first communication systems to steady perception.
- Turned listening data into clear creative briefs.
- Built POVs and insight-led content guidance.
- Applied audience psychology to boost clarity and trust.

Founder & Senior Brand Strategist

stÖks Strategy

2024–Present

- Built multi-channel social foundations for small brands.
- Designed Notion-based social ecosystems and ops.
- Created templates, briefs, and IP for small-business strategy.
- Built stÖks' brand voice and POV ("Ö persona").