

JAZZMIN McCOY

Brand Storytelling, Communications & Experience Design

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PROFESSIONAL SUMMARY

I shape how people experience a sports brand, from the stands to the front office. My work is brand storytelling, communications, and experience design: the campaigns, messages, and immersive moments that make people feel connected. I've led brand strategy for a 15,000-member region and communications for my chapter, run creative direction for clients across sports and entertainment, and built immersive, tech-driven experiences in XR and AI. Whether the audience is fans outside the building or the people inside it, my job is the same: tell the story so it lands.

SKILLS

Brand & Storytelling: Brand Storytelling, Brand Strategy, Creative Direction, Content & Campaigns

Communications: Internal & External Comms, Social Media, Press & PR, Newsletters

Experience & Events: Experience Design, Live & Immersive Events, Large-Scale Event Operations, Fan Experience

Creative Technology & Tools: XR & WebXR, Generative AI, Data Storytelling, Adobe Creative Suite, Canva, Microsoft 365

PROFESSIONAL EXPERIENCE

Founder & Creative Director | Oct 2020 - Present

Sis Can You, Dallas, TX

- Lead creative direction and brand strategy for 50+ clients across sports, entertainment, and education, turning concepts into brand identities, campaigns, and content that move audiences.
- Run experiential and content campaigns end to end and bring AI design tools into the workflow to produce bolder work faster.

Hospitality & Fan Experience Host | May 2023 - Present

Cotton Bowl Athletic Association, Dallas, TX

- Deliver premium fan and VIP experiences for College Football Playoff teams, sponsors, and guests during nationally televised bowl games, holding a 98% satisfaction rating.
- Help orchestrate gameday delivery for events topping 100,000 guests, managing signage, suite readiness, and guest flow across high-traffic zones.

Front Desk Lead & Content Creator | May 2014 - Present

Duncanville Fieldhouse, Dallas, TX

- Direct front desk operations for 1,000+ weekly visitors, lifting satisfaction 30%, and streamline scheduling for 50+ programs with digital tools that cut registration time 40%.
- Create content promoting facility programs, camps, and events across the fieldhouse's audience.

Football Program Assistant | Jan 2017 - May 2018

University of Florida - Football, Gainesville, FL

- Coordinated logistics for NFL Pro Day and 6+ summer camps, improving event flow and reducing errors 30%.
- Served as liaison for 32+ NFL scouts, ensuring seamless coordination and NCAA compliance, and supported recruitment and onboarding for 100+ athletes and their families during peak events.

SELECTED PROJECTS

- **The 37 Words:** Immersive WebXR experience honoring Title IX, built with archival college basketball footage.
- **Footnotes:** Turns your sneaker history into a data-driven cultural self-portrait of era, palette, soundtrack, and moment.
- **The Plug:** AI-powered equity platform for high school students, built full-stack with an AI guide, family dashboard, and community hub.

EDUCATION

M.A. Creative Technology, Southern Methodist University

M.S. Sport Management, Texas A&M University

B.S. Sport Management, University of Texas at Austin

LEADERSHIP

Delta Sigma Theta Sorority, Inc.

Brand Strategist, Southwest Region | 2026 - Present

- Set and steward the region's brand system and standards across a 15,000+ member area, including a brand kit, template library, and a "Protecting the Brand" webinar for 300+ members.

Communications Chair, Southwest Dallas County Alumnae Chapter | 2024 - Present

- Own all chapter communications, including social media, press releases, and the monthly newsletter, and direct the communications committee producing member-facing content.