

Jaden Braxton

Founder & CEO of Braxton & Co.

Baton Rouge, LA, United States | [LinkedIn](#)

As an adaptable and results-driven professional, I've gained experience across various roles in operations management, logistics, and communications. My expertise lies in optimizing processes, managing teams, and delivering strategic solutions that enhance organizational efficiency. I've developed a strong background in data analysis, leadership development, and public relations, which allows me to navigate complex challenges with confidence.

EXPERIENCE

Regional Director - Central Region
Young Democrats of Louisiana

Dec 2025 — Present
Baton Rouge, LA

Serving as the Regional Director for the Central Region, overseeing chapter development across Baton Rouge, Alexandria, and Northshore. In this capacity, I act as the bridge between YDL state leadership and local chapters — providing strategic support, connecting chapters with organizational resources, and helping rebuild chapter capacity where engagement has lapsed.

Key focus areas include revitalizing dormant and rebuilding chapters, equipping chapter presidents with the tools and guidance needed to grow their membership, and identifying emerging leaders for advancement within the organization. I also track municipal, school board, and parish-level elections across the region to surface volunteer and endorsement opportunities for chapters.

Automotive Marketing Coordinator
Click Here Digital

Aug 2025 — Mar 2026
Baton Rouge, Louisiana, United States

I serve as the primary point of contact for automotive dealership accounts, providing strategic consultation across paid search, SEO, programmatic display, OTT/CTV, and social media campaigns. I translate performance data into actionable insights, advising clients on budget allocation, ROI optimization, and growth opportunities aligned with dealership sales goals. I manage dealer ad planners, recommend reallocations toward higher-performing channels, monitor campaign accuracy and promotional alignment, and collaborate with internal media and creative teams to ensure seamless execution. Through consistent analysis of KPIs, inventory trends, and campaign metrics, I proactively identify underperforming assets and implement strategic optimizations to drive measurable results.

Founder & CEO
Braxton & Co.

Jan 2025 — Present
Louisiana, United States

Sales And Marketing Specialist
Techtronic Industries - TTI

Oct 2024 — Jan 2025
Baton Rouge, Louisiana, United States

Served as a Sales and Merchandising Representative, where I promoted industry-leading power tool brands such as Milwaukee and Ryobi across major retail locations like Home Depot. In this role, I built and maintained product displays, executed merchandising strategies, and implemented promotional campaigns to maximize product visibility and drive sales. I also trained store associates on key product features and selling techniques, ensuring they are equipped to engage customers effectively. By leveraging sales data and store feedback, I helped optimize inventory management and identify emerging trends.

Director of Communications
Young Democrats of Louisiana

Sep 2024 — May 2025
East Baton Rouge Parish County, Louisiana, United States

As Director of Communications for the Young Democrats of Louisiana, I oversee the organization's communication strategies, managing a team responsible for press releases, social media, and public correspondence. He leads efforts to boost engagement, create impactful content, and align messaging with key Democratic initiatives, while also organizing a cohesive content creation process to amplify the organization's reach.

Continuous Improvement Specialist
Marex Services Group, LLC

Feb 2024 — Oct 2024
Baton Rouge, Louisiana, United States

Identify pain points within day-to-day operations of team functions
Develop adequate solutions and problem-solve, within the parameters of streamlining operations to improve customer service and business operations
Identify technological modems that empower service providement and best uses of implementation
Evaluate performance of all CRM's, POS's, and technology usage of business activities to ensure customer service and business operation needs are being properly met
Advise better usage of team skills, business modems, and most
Project management
Oversee development and management of Key Performance Indicators

Brand Activation Manager
Advantage Solutions

Mar 2023 — Jun 2025
Baton Rouge, LA

Led the strategic execution of immersive marketing campaigns designed to boost brand awareness and drive consumer engagement. I coordinated with cross-functional teams to plan and implement high-impact events, in-store activations, and promotional initiatives across various markets. My role required sharp attention to logistics, creativity in consumer outreach, and the ability to analyze campaign performance to refine future strategies. Through effective leadership and data-driven decision-making, I consistently delivered measurable results that exceeded client expectations and enhanced brand presence in competitive markets.

Cheerleading Coach

Episcopal School of Baton Rouge

Aug 2021 — Aug 2023

Baton Rouge, Louisiana, United States

As the Cheerleading Coach of the Episcopal High School Cheerleading team, I organized all practices, performances, community appearances in conjunction with the team sponsor, as well as enhancing the team's execution of cheers, chants, tumbling, stunting, and dance skills, and choreographed pep rally routines.

Cheerleading Instructor

Universal Cheerleaders Association

Mar 2021 — Oct 2025

United States

As employee of UCA, I have worked in multiple departments of the company such as; High School Cheer Camp instructor, College Cheer Camp Instructor, Cheerleader Routine Choreographer, Cheerleading Competition Judge, and Cheerleading Competition Administration. These jobs and positions encompass skills such as organizing events and camps to help run more efficiently on both managerial and employee role levels, creative thinking, leadership, teaching, and developing cheerleaders' skills and abilities in the proper technique of cheerleader.

EDUCATION

Louisiana State University

Bachelor's degree in Multi/Interdisciplinary Studies

Interpersonal Skills, Sports Marketing and +6 skills

Jan 2020

CERTIFICATIONS

Google Ads Certifications, Google

Google Analytics Individual Qualification, Google

SKILLS

Director level · Nonprofit Organizations · Brand Development · Brand Management · Brand Awareness · Event Planning · Business Analysis · Financial Analysis · Data Analysis · Account Management · Senior Administration · Interim Management Services · Interim Management · Presidency · Onboarding · Strategic Communications · Creativity and Innovation · Sports Marketing · Cross-functional Team Leadership · Social Media · Marketing Strategy · Leadership · Public Speaking · Microsoft PowerPoint · Interpersonal Skills · High Energy Level · Problem Solving · Customer Service · Advertising · Social Media Marketing · Customer Engagement · Powerscribe · Patient Charting · Medical Transcription · Clinical Documentation · Team Leadership · Athletics · Cheerleading · Sports Coaching · Project Management · English · Research · Marketing · Training · Communication · Strategy · Analytical Skills