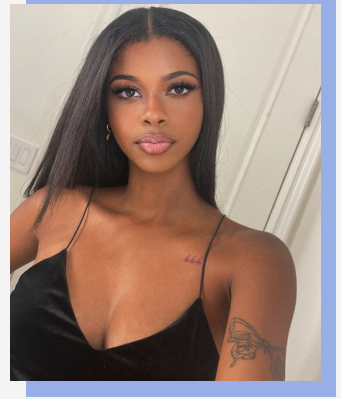


RYNELLE GRANDISON

BTS CONTENT CREATOR & PRODUCTION ASSISTANT

+1 470 974 0371

rynmediagroup@gmail.com | @rynelleg



Caribbean content creator and music marketing strategist working across music video treatments, production assistance, tour content and event coverage. I turn creative ideas into visual stories and social content that connect artists, brands and audiences.

TOUR AND LIVE EVENT CONTENT

Tour Content Creator for SEJ

Ne-Yo & Akon Nights Like This Tour | 2026 | Two months

Created video content for SEJ during her two-month run as a supporting artist on the tour, supporting her social content needs in a live touring environment.

Social Media Lead and Content Creator

Island Music Conference | 2026

Led the conference's social media and created all of its content.

MUSIC VIDEO TREATMENTS AND PRODUCTION

Nhance - Romantic Monster EP: wrote treatments for **Ride**, **Trophy** and **Romantic Gangsta**; also provided on-set production assistance.

Govana - She Seh: production assistance.

Additional projects across treatment development and production assistance

AI Milly - **Hip Hip Hooray** | Full Blown - **No Stress**

Rajah Wild - **Modeler** | Malie Donn & Barbie J - **Keep Shining**

Adofo - **Paper Chaser** | Alkaline - **Graduate** and **Bad**

MUSIC AND BRAND MARKETING

Social Media Strategist and Content Creator

Ryn Social / Ryn Media Group | 2021 - Present

Worked alongside **Jamie Walker**, **DJ Khaled's creative director**, on ideas for album and song launches and promotion. Developed content plans for **Marsai Martin**, **Buju Banton** and **Quavo and Takeoff's grabba brand**; led content strategy for **Mari by Marsai Martin**.

Created a video-focused strategy for music executive **Benny Pough's** book launch, contributing to a **32% increase in Instagram reach** over five months.

Account Manager for NCB Jamaica

POW Social | March 2024 - October 2024

Handled marketing, social content and event coverage for **NCB Jamaica's Foundation and Capital Markets accounts**. Coordinated content calendars and used performance insights to guide content strategy.

SKILLS AND TOOLS

BTS content creation | Video treatments | Production assistance | Event coverage

Short-form video editing | Social strategy | CapCut | Canva | Instagram | TikTok

EDUCATION

Marketing studies - University of the West Indies

CAPE Scholarship Awardee - Bishop Anstey High School East, 2019