

JAMAAL RANDALL

AI & GROWTH STRATEGY CONSULTANT

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PROFESSIONAL SUMMARY

AI & Growth Strategy Consultant with 10+ years of experience helping entertainment companies, creators, and digital businesses leverage artificial intelligence, automation, and data-driven marketing to accelerate growth. Experienced designing AI workflows, optimizing marketing systems, identifying growth opportunities, and translating emerging technology into measurable business impact.

CORE COMPETENCIES

AI Strategy | Growth Marketing | Prompt Engineering | Workflow Automation | Marketing Automation | Audience Development | Brand Strategy | Content Strategy | Data Analytics | A/B Testing | KPI Reporting | HubSpot | Salesforce | Chartmetric | Adobe Creative Cloud | APIs | Zapier | Digital Marketing

PROFESSIONAL EXPERIENCE

Heirs Of Afrika | AI & Growth Strategy Consultant | January 2026 - Present

- Designed AI-powered workflows that streamlined content planning, research, and marketing operations.
- Built repeatable AI systems for audience research, campaign ideation, and creative development.
- Developed data-driven audience growth strategies using analytics and social listening.
- Advised leadership on AI implementation, brand positioning, and digital growth initiatives.
- Built KPI reporting frameworks to optimize campaign performance and operational efficiency.

Venice Music | Senior Marketing Strategist | 2021 - December 2025

- Supported marketing campaigns contributing to more than 75M streams.
- Increased audience engagement across Instagram, TikTok, and X through performance-focused marketing.
- Leveraged analytics and Chartmetric insights to improve campaign performance.
- Collaborated across marketing, partnerships, sync, and creative teams.

LAAMAJ Media | Founder & Creative Director | 2014 - 2020

- Directed branding, digital marketing, content strategy, and audience development campaigns for music and lifestyle clients.

The Atom Factory | Artist Development Assistant | 2014 - 2020

- Supported artist marketing campaigns while coordinating with A&R, management, and marketing teams.

SELECTED AI PROJECTS

AI Decision Engine

- Reduced infrastructure costs from approximately \$230/month to \$0 through AI optimization.
- Designed probabilistic decision models, automation workflows, and risk management systems.

AI Music Strategy Research

- Researched AI-powered creator growth systems, recommendation engines, and workflow automation for entertainment businesses.

TECHNICAL SKILLS

ChatGPT | Claude | Gemini | Perplexity | NotebookLM | Zapier | APIs | HubSpot | Salesforce | Chartmetric | Google Analytics | Adobe Creative Cloud | JavaScript | TypeScript | React Native | Firebase | Prisma | Node.js | Git

EDUCATION

California State Polytechnic University, Pomona
Bachelor of Arts, Music Industry Studies

CERTIFICATIONS

Google Data Analytics Professional Certificate
Certified Social Media Specialist