



FACILITATOR PROFILE

Jacquelyn Minta-Jacobs

Branding and Marketing Expert

Profile

Jackie is a branding and marketing expert with over six years of experience helping individuals and businesses discover what makes them stand out.

Beginning her career as a careers officer, she quickly recognised the power of positioning, purpose, and identity, understanding that the same principles that help people figure out what they want to do in life are the foundations of strong marketing and personal branding.

Driven by ambition and a passion for growth, Jackie completed her Master's degree in Marketing by the age of 21 and became a Marketing Manager at just 24.

Her work is deeply rooted in understanding human behaviour, personal development, and the psychology behind why people connect with certain brands, stories, and messages.

As a personal branding expert, Jackie's philosophy centres on helping people understand their "why." She believes purpose and identity are at the core of every successful personal brand, and that everyone has a story worth telling and a unique superpower that should be used to make an impact.

As an introvert navigating the workplace, Jackie has personally overcome challenges around visibility and confidence, learning how to own her voice and step into spaces where she could create real change. These experiences have shaped her approach to branding, helping others show up authentically without shrinking themselves.

Beyond her professional work, Jackie is passionate about empowering young people. She has supported teenagers through mentoring and providing opportunities for work experience in marketing, creating pathways for the next generation to build confidence, gain exposure, and discover their potential.