



JAYMI HELEN COOK

BRAND STRATEGIST | COMMUNICATIONS EXPERT
FOUNDER

MEDIA KIT

STRATEGIC STORYTELLING WITH PURPOSE



Jaymi Helen Cook is a seasoned communications strategist and the founder of Leadout Communications, a consultancy that helps small businesses and mission-driven organizations build brands with purpose, clarity, and confidence.

Jaymi brings over two decades of experience spanning legal consulting, financial services, marketing, and customer experience. Her career has been defined by one central thread: helping organizations communicate with intention, empathy, and impact. From shaping messaging during corporate restructuring to guiding nonprofits through brand refreshes, Jaymi's expertise lies in bridging strategy with storytelling.

As a small business owner herself, Jaymi understands the unique challenges that come with building something from the ground up. This lived experience fuels her passion for working alongside fellow entrepreneurs and changemakers, helping them clarify their vision, connect with their audiences, and grow with confidence.

Jaymi's work is driven by a deep belief in the power of story to build trust and inspire action. She's a frequent speaker on branding, generational communication, and nonprofit messaging - and a trusted advisor to executive teams navigating moments of growth, change, or renewal.

A stylized, handwritten signature of the name "Jaymi" in a warm, orange-brown color. The script is fluid and elegant, with a small dot above the final 'i'.



FEATURED TALKS & WORKSHOPS

BRANDING: IT'S MORE THAN A LOGO

A myth-busting session that helps audiences rethink what branding really means, emphasizing trust, clarity, and connection.

CONNECTING ACROSS GENERATIONS: A COMMUNICATIONS TOOLKIT FOR NONPROFITS

Equips nonprofit leaders with tools to communicate across generational divides with authenticity and intention.

BEYOND CREATION: STRATEGIC CONTENT IMPLEMENTATION

Empowers organizations to go beyond content production and build strategic systems aligned with audience behavior and platform realities.

FACILITATED SESSIONS FOR BOARDS & EXECUTIVE TEAMS

Custom engagements on rebranding, mission/vision updates, values alignment, and annual themes.

AREAS OF EXPERTISE

- Brand Strategy & Messaging Frameworks
- Thought Leadership Development
- Strategic Content Planning
- Reputation & Crisis Communication
- Audience Engagement Strategy
- Cross-Functional Communication Alignment

EDUCATION & CREDENTIALS

- M.A. in Communications, The Johns Hopkins University
- B.A. in English, Bowdoin College
- Certified Communications Management Professional (GCCC, 2024)

PROFESSIONAL AFFILIATIONS

- Public Relations Society of America (PRSA)
- International Association of Business Communicators (IABC)
- Board Director, Port Deposit Chamber of Commerce
- Member, Cecil County & Rising Sun Chambers of Commerce

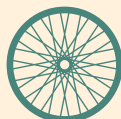
LEADOUT COMMUNICATIONS



GET IN TOUCH

Let's connect. Whether you're planning an event, exploring a collaboration, or simply want to learn more, I'd love to hear from you.

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Jaymi