

JESSICA CAMPBELL



Jessica Campbell is the Founder and CEO of PO3 Agency and the co-host of the Sports 4 Positivity Podcast. The Los Angeles native graduated early from Pepperdine University with a degree in Integrated Marketing Communications and has since started her own marketing agency during the COVID-19 pandemic.

During her time at Pepperdine, Jessica was mentored under sports legends such as Ned Coletti, former General Manager of the Los Angeles Dodgers, and Sam Lagana, Los Angeles Rams and Sofi Stadium announcer. Also while at Pepperdine, Jessica interned for ESPN's John R. Wooden Award for

Collegiate Basketball Player of the Year, where she designed graphics for the nation's top college basketball players and schools. After her internship ended, she and her former boss, Ernest Baskerville, teamed up to form the Sports 4 Positivity Podcast, where she interviewed professional athletes and entertainment figures such as: Eric Dickerson, Ralph Sampson, a VP of Warner Brothers, Byron Chamberlain, Rowdy Gaines, Ryan Hollins, and many more in the NFL, NBA, MLB, and MLS. Some of the guests and sponsors on the podcast asked Jessica about marketing for their own companies and PO3 Agency was born.

Founded in February 2020, PO3 Agency is a full service Marketing, PR, and Social Media Management/Consulting Agency. In less than one year, PO3 has seen two clients grow into almost sixty. The agency's clients include professional athletes, large and small businesses, realtors, products, services, clothing brands, events, and more.

Jessica also successfully implemented a Quarterly Cause Program. Bras for a Cause was a recent project that benefited women battling breast cancer in Los Angeles. In March 2022, Jessica and PO3 Agency will put on a charity football camp hosted by Super Bowl player for the Cincinnati Bengals, Trenton Irwin. Jessica also spends her time running an internship program through PO3 Agency, where she uses a holistic approach in mentoring college students in Sports Communication, Public Relations, Marketing, and Social Media Management. She tailors the internship experience for each student to specifically benefit them and their future career path. Jessica also has a passion for woman owned businesses and is excited for new business ventures while continuing to impact her community and shape the next generation of entrepreneurs.

