

## **Jackie Benjamin**

Jackie is an innovative and accomplished entrepreneur with a successful background in information technology and purpose-driven consulting. As the founder and CEO of WeAssist, she has channeled her passion for empowering women into a thriving digital marketing company specializing in social media management for multi-6-figure home services businesses. Before founding WeAssist, Jackie spent five years on the Executive Team at a purpose-driven consulting business, where she learned firsthand the power of combining for-profit business with social impact.

With a deep commitment to helping women succeed, Jackie has built WeAssist around the mission of empowering women to change their lives while helping businesses grow through the power of social media. At WeAssist, she has created a supportive environment where women can thrive and develop new skills while providing clients with top-notch social media management services. Jackie's leadership and vision have made WeAssist a trusted partner for businesses looking to harness the full potential of social media to reach their goals.

Jackie is a dedicated community member who resides in Huntersville, NC, with her husband and two children. She is an active Huntersville United Methodist Church member, serving on the leadership council.

Jackie enjoys traveling to Knoxville, TN, to visit her kids at the University of Tennessee when she is not busy with work or community commitments. Jackie also enjoys exploring new places and cultures and has a particular love for international travel. Whether at home or abroad, Jackie is always looking for opportunities to learn and grow personally and professionally.