



ABOUT JACK ROSSI

Builder. Marketer. Entrepreneur.

Jack Rossi builds at the intersection of marketing, artificial intelligence, product design, and software-based services.

He creates practical systems that remove bottlenecks, improve execution, and help businesses move faster.

Headquarters in Frisco, Texas. Office in Oxford, Mississippi.

Founder & CEO, The Rossi Company. RakerAI, RykeAI, OxfordAI, and FrontDesk.

PROFILE

A builder focused on useful systems

Jack Rossi is an entrepreneur working across marketing, AI, product design, and business operations. His work centers on creating systems that make companies faster, including AI phone agents, client portals, automated workflows, websites, applications, and video-driven marketing tools designed to produce measurable business value.

He leads The Rossi Company, headquartered in Frisco, Texas, with an office in Oxford, Mississippi. The company focuses on AI-integrated solutions for local businesses, student creators, and growing brands across the South. Jack's approach favors automation, data, and real-world performance over surface-level creativity.

Across FrontDesk, RakerAI, OxfordAI, and RykeAI, the operating goal is consistent: eliminate bottlenecks. When a system slows people down, rebuild it. When a workflow is outdated, automate it. When a business needs a cleaner, faster, and more profitable strategy, design it from the ground up.

2024

Jack began transitioning from marketing-industry work toward serving clients through software-based products and services.

VENTURES

Products and companies

The Rossi Company

Started 2022 as The Rossi Media Company, then incorporated in 2024. Public launch in 2026, with Jack Rossi as Founder and CEO. Software, systems, and business services.

RakerAI

An AI venture in Jack's product portfolio, built around his broader focus on practical automation and operational leverage.

RykeAI

An AI product created under Jack's portfolio of systems designed to simplify and improve business workflows.

OxfordAI

An Oxford-focused AI venture serving the local market and the broader business community.

FrontDesk

A software concept included among Jack's launched projects, aligned with his work in AI phone agents and customer-facing systems.

The Rossi Media Company LLC

Jack's first company, formed when Rossi Films became The Rossi Media Company LLC during his senior year of high school in September 2022. The agency later operated at full scale across video production, brand strategy, and campaign execution.

EXPERIENCE

Royal Caribbean International

Royal Caribbean International

2023-2025

Marketing Operations PM, USCAN

Led marketing and content operations initiatives across the United States and Canada, supporting large-scale campaigns and brand activations. Worked across teams to streamline production workflows, improve campaign execution speed, and strengthen marketing performance through data-backed decisions.

Royal Caribbean Group

Detailed role capture:
2022-2024

Video Advertising

Focused on video marketing, creative strategy, and cross-department workflows so campaigns could move faster without losing quality. Reshaped the division's approach to digital media by identifying technical bottlenecks, organizing assets, and creating repeatable processes for content at scale. Improved communication between marketing, operations, and creative teams during major campaign pushes.

Selected projects

- "The Icon of Vacations"
- "Iconic Thrills"
- "Spectacular Takes the Stage"
- "Introducing Star of the Seas"
- Led video advertising efforts around the 2023 launch of Icon of the Seas.
- Worked with senior-level staff responsible for multi-million-dollar advertising budgets.
- Coordinated productions at sea with ship staff and land-based crews.
- Organized production around Icon of the Seas' maiden voyage in 2023.
- Presented design concepts and iterations to senior staff and stakeholders.

Editorial note: the career overview lists Royal Caribbean International as 2023-2025, while the detailed video advertising capture lists 2022-2024. Both source ranges are retained here for accuracy.

EXPERIENCE

Agency, athletics, and early production work

The Rossi Media Company

2022-2025

Founder and CEO

Rossi Films became The Rossi Media Company LLC during Jack's senior year of high school in September 2022. His first company grew into a full-scale marketing agency specializing in video production, brand strategy, and campaign execution. He directed client projects end to end, opened a second office in Oxford, Mississippi, and worked with major brands.

Ole Miss Athletics

2023-2024

Graphic Designer

Designed visual assets and content supporting athletic programs and brand initiatives. Delivered graphics aligned with team identity and game-day engagement, contributing to fan experience and digital presence across platforms.

Minerva Consulting

Career overview: 2022-2023

Richardson, Texas

Media Production Intern

Supported content production and creative execution across client projects. Developed visual assets, improved workflows, and contributed to production processes that increased output quality and turnaround time.

Clients

Paul Quinn College Campaign, production, and rebranding work.	Southwest Airlines Client production support through Minerva Consulting.
Southern Methodist University Client production support through Minerva Consulting.	Crown & Anchor Media Client production support through Minerva Consulting.

Notable and selected projects

- Valentine's Day promotional photoshoot for Baldo's Ice Cream and Coffee.
- Paul Quinn College 150 Year Anniversary campaign.
- Rebranding of Paul Quinn College.
- "PQC Unveils New Basketball Court".
- "Introducing: ETIP".

EARLY FOUNDATION

From Rossi Films to The Rossi Media Company

Jack's interest in media began well before high school. A September 15, 2022 profile in *The Hawk Eye* reports that he started Rossi Films, a freelance digital media production business, in sixth grade after first discovering video editing through family slideshows. By senior year at Hebron High School, he was creating content for companies, working with the school yearbook and band media teams, and interning at Minerva Consulting.

During his senior year of high school in September 2022, Rossi Films became The Rossi Media Company LLC (TRMC), Jack's first company. The company became the foundation for the agency work recorded elsewhere in this profile.

Article reference: hebronthawkeye.com/feature/2022/09/15/pixels-paychecks-and-passion/

EARLY EXPERIENCE

Production responsibilities and feedback

The detailed Minerva internship capture also records the role as 2020-2021. During the internship, Jack worked across production, design support, research, testing, and delivery.

- Assisted in production operations across multiple clients in the Minerva network.
- Supported senior designers with visual design tasks and design documentation.
- Participated in user research and testing to gather feedback for design improvements.
- Helped create user personas, journey maps, and other user-centered design artifacts.
- Produced final assets for handoff to public relations teams.
- Maintained design consistency across platforms and devices.
- Worked closely with team members to meet deadlines and deliverables.

Professional feedback

"Some editors I have worked with are mostly interested in storytelling and their eyes glaze over when I start talking about the technical aspects. Jack has embraced the technical topics and has retained the details really well. This will serve him well in the future."

Austin Hines, Multimedia Director, Minerva Consulting

The 2022 Hawk Eye article identifies the speaker as Austin Hines, Multimedia Director at Minerva Consulting. The internship date appears as 2022-2023 in the career overview and 2020-2021 in the detailed capture.

SERVICES

Systems Jack builds for clients

Jack's experience spans the operational backend of a business, from customer acquisition and communication to product delivery and infrastructure.

Shopify buildout Store structure, customer experience, commerce operations, and implementation support.	Claude buildout AI-assisted workflows, knowledge systems, and practical automation built around Claude.
CRM buildout Customer pipelines, data organization, follow-up systems, and operational workflow design.	Web and native app buildout Product planning and implementation for browser-based and mobile experiences.
AI phone system buildout AI voice agents and communication workflows for inbound and outbound business needs.	Website development Responsive websites designed around clear messaging, useful interactions, and business goals.
Web hosting Hosting setup and ongoing support for business websites and digital products.	Lead generation Acquisition systems that connect campaigns, data, outreach, and follow-up.
Retainers and packages Ongoing strategic, creative, and technical support tailored to the client's operating needs.	

TOOLS

Technology and platform experience

Jack uses a connected toolset to move from concept and research through design, implementation, operations, and commercialization.

Framer Website design and publishing.	Figma Interface design, alignment, and collaborative product work.
Linear Product planning, issue tracking, and software delivery.	Miro Visual collaboration, workshop facilitation, and systems mapping.
Visual Studio Code Code editing and implementation.	Claude AI-assisted writing, building, and connected workflows.
Notion Documentation, planning, organization, and team knowledge.	Lemon Squeezy SaaS commerce, payments, and product operations.

Platform guidance

The source material also presents Jack as providing guidance on leading business systems, including Airtable, Notion, Anthropic, Shopify, Cloudflare, and Stripe.

EDUCATION

Education and credentials

University of Mississippi	B.S. in Integrated Marketing and Communications 2023-2027
Hebron High School	Graduated May 2023 3.8 GPA

CONNECT

Find Jack online

LinkedIn: [linkedin.com/in/jacktrossi/](https://www.linkedin.com/in/jacktrossi/)

Social handle: **@jacktrossi**

Platforms shown in the source material: X, Instagram, YouTube, Spotify, and Slack.

Source note: This document consolidates text from nine portfolio and resume screenshots provided on September 9, 2026. It removes duplicate copy, corrects obvious formatting artifacts, and preserves conflicting dates in editorial notes so no source claim is lost.