

Jessica McDaniel



Jessica McDaniel is a Community Liaison for the Central Arkansas Library System, a freelance Creative Writer, Social Media Influencer and Networking Strategist. She has a B.S. in Communications focusing in Public Relations from Jackson State University and a Masters of Public Administration from the University of Arkansas- Little Rock.

Jessica works diligently in the city of Little Rock to increase the engagement of minorities and underserved communities with programs and services, professionally and in her free time. She is a member of the Little Rock Community Housing Advisory Board and Community Service Chair for the Jack and Jill of America, Inc. Greater Little Rock Chapter.



Jessica started her lifestyle blog, Just Jaywalking in November of 2019, and has curated a micro following of great supporters which has led to her working with national brands like TJ Maxx, Torani Flavored Syrups and the Arkansas Scholarship Lottery.

She specializes in networking and grassroots outreach initiatives, having spoken to countless young adult groups, organization interns and employees about leveraging their talents and using connections to accelerate their careers. Jessica shares life with her husband of 12 years, Delvin and 5 year old son, DJ.

In whatever she does, people are at the center of it, that is her true passion...serving others.

