



Jayda Jones

LET'S COLLABORATE:

✉: jaydaj979@gmail.com

🌐: www.jaydajones.net

☎: (724) 366-8037

EDUCATION

Bachelor of Arts in Theatre
Concentrating in Directing,
Fordham University

**Bachelor of Arts in Digital
Technology & Emerging Media,**
Fordham University

Brownsville Area High School

TRAINING

Digital Video Production I,
Fordham University

Data Visualization,
Fordham University

Social Media,
Fordham University

Visual & Graphic Design,
Fordham University, iXperience

*Digital Production for New
Media,*
Fordham University

Acting I & II,
Fordham University

SKILLS

- ADOBE PHOTOSHOP, PREMIERE, ILLUSTRATOR
- DIGITAL MARKETING
- PROJECT MANAGEMENT
- EDITING
- DIRECTING
- SALES
- CONTENT CREATION
- LEADERSHIP
- COPYWRITING
- PRODUCING
- ANALYSIS
- VISUAL STORYTELLING
- ORGANIZATION
- VISUAL DESIGN
- COLLABORATION
- COMMUNICATION
- SEO OPTIMIZATION
- PLAYWRITING

EXPERIENCE

SEO Specialist/Digital Media Strategist (Freelance), 2023

Actively working with clothing startup to develop and optimize website according to UX/UI design and SEO. Developing and overseeing digital marketing strategy.

Copywriting / Content Creation Paid Intern, WALDO, United Kingdom (Remote), 2022

Crafted longform & shortform copy for B2B marketing strategy for eyecare startup. Provided brand-friendly storytelling for use across multiple social media channels. Filmed, edited, and wrote digital content highlighting products and their features.

Box Office Staff, Fordham Theatre, Fordham University, 2021-2023

Engaged patrons using email marketing strategies to boost ticket sales for theatrical performances. Utilized expertise in customer experience.

Remote Branch Manager - Direct Sales, Vector Marketing, 2021

Responsible for recruiting, mentoring, training and leading a team of entry level sales representatives and fellow college students to accumulate over fifty thousand dollars in revenue from July-September digitally.

Remote Assistant Manager, Vector Marketing, Pittsburgh, PA, 2020 - 2022

Created digital marketing assets and content to assist with social media recruiting. Coached sales representatives via phone and Zoom sessions. Curated thirty thousand dollars in personal sales around college courses.

Business Developer and Social Media Marketer, iXperience (Remote), 2021

Responsible for digitally recruiting, mentoring, training and leading a team of entry level sales representatives to accumulate over fifty thousand dollars in revenue from July-September digitally.

Digital Marketing Intern, Greenpop, Capetown, South Africa (Remote), 2021

Collaborated with team to create detailed, how-to pitch deck of marketing campaign for release of a new project.

Visual Design Intern / Video Content Creator-Editor, Any.do, Tel Aviv, Israel, 2020

Utilized Adobe Suite to create animated digital ads marketing app features. Used acting training to voice-over ads for a brand-friendly touch.

ADDITIONAL EXPERIENCE

axes, herbs, and satchels by The Anthropologists, **Assistant Director/Deviser,** The Anthropologists, 2023

Opera Staging Workshop, Kaneza Schaal, **Deviser/Collaborator/Actor** Studio KNZ, 2023

Box Office Staff, Fordham University, 2021-2023

BIPOC Theatre Alliance Marketing Chair and Faculty/Administration Chair, 2021-2023

Next to Normal by Brian Torkey, **Dramaturg,** Fordham University Studio, Fordham University, 2022

We, The Descendants... by Jayda Jones **Director, Writer, Producer,** Fordham University Studio, Fordham University, 2021

B.R.E.A.D. by Lee Melillo, **Assistant Director and Featured Guest Playwright,** Fordham University Studio, Fordham University, 2020

ACHIEVEMENT

Senior Leadership Award, Fordham University, 2023

Summa Cum Laude, Fordham University, 2023

Denzel Washington Scholar, Fordham University, 2022

Fairer Capitalism Awardee, Fordham University, 2020

Dean's List, Fordham University, 2019-2023