

JAYDA JONES

CREATIVE PRODUCER | DIRECTOR | ARTIVIST

CONTACT

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EDUCATION

STEVENS INSTITUTE OF TECHNOLOGY

- Master of Business Administration

FORDHAM UNIVERSITY

- Bachelor of Digital Technology and Emerging Media / Theatre Directing
- GPA: 3.98 / 4.0
- Denzel Washington Scholar

SKILLS

- Artist-Centered Facilitation
 - Leads equitable, trauma-informed creative processes rooted in care, joy, and trust.
- Community Engagement & Relationship Building
 - Cultivates meaningful partnerships across communities, organizations, and stakeholder groups.
- Strategic Communication
 - Crafts mission-aligned messaging and speaks fluently across creative, administrative, and executive contexts.
- Production Management
 - End-to-end execution for theatre, music, and film
- Budget Oversight
 - Skilled in \$50K-\$150K budgets, grant writing, and cost control
- Cross-Functional Leadership
 - Builds trust across artistic, technical, and administrative teams
- Creative Direction
 - Conceptualizes and executes equity-centered programming
- Digital Strategy
 - SEO, audience growth, and content optimization
- Event Operations
 - FOH leadership, scheduling, and venue coordination

TOOLS & TECH

Asana • Slack • Notion • Trello •
Monday.com • Final Cut Pro • Adobe Suite
Google Analytics • WordPress • Canva •
Mailchimp • Hootsuite • Microsoft 365

PROFESSIONAL SUMMARY

Creative Producer, Director, and Strategic Arts Leader with 5+ years of experience across theatre, music, and film. A trusted collaborator and values-driven visionary committed to producing work that centers marginalized stories, uplifts historically excluded voices, and fuses excellence with equity. Proven success in multi-venue operations, creative development, budget management, and cross-functional leadership. Currently pursuing an MBA to merge creative fluency with business strategy and institutional growth. Committed to building inclusive, artist-centered ecosystems that amplify BIPOC voices and transform access across theatre, music, and film.

PRODUCING EXPERIENCE

The Little Orchestra Society, NYC 2023 - 2025 Production Coordinator & Lead Producer

- Oversaw 12+ full-cycle productions of symphonic performances across NYC, managing logistics, artist contracting, scheduling, and compliance.
- Led cross-functional teams across venues; produced family-centered, high-scale concerts with cultural impact.
- Managed \$100K+ budgets and increased audience engagement through creative planning and digital strategy.
- Collaborated with emerging BIPOC musicians and administrators to create family-centered performances that reflected NYC's diverse communities.

The Anthropologists, NYC 2024 - 2025 Creative Producing & Business Development Partner

- Produced original devised theatre centering untold/misrepresented stories from history and underrepresented communities.
- Spearheaded all hiring, budgeting, and grant development; expanded audience reach via SEO and content strategy for both NYC performances and Spring 2025 tour.
- Elevated operational systems to support more sustainable, artist-centered productions.
- Co-led initiatives that prioritized emerging voices and untold histories, offering first-time leadership opportunities to artists from historically excluded backgrounds.

Leviathan Lab, NYC 2024 - 2025 Co-Producer & Associate Director

- Managed \$100K budget, marketing campaigns, and logistics for 5 theatrical performances
- Coordinated 12 post-show events, increasing community engagement by 40%
- Co-led initiatives that prioritized emerging voices and untold histories, offering first-time leadership opportunities to artists from historically excluded backgrounds.

FESTIVAL & EVENTS MANAGEMENT

Theater Manager | Tribeca, NewFest, and Hamptons 2023 - 2025 International Film Festivals New York, NY

- Managed daily operations for high-traffic venues (500+ capacity), overseeing FOH, crew, and artist services.
- Ensured seamless execution of 15+ screenings/day across multiple locations under tight timelines.
- Liaised with festival leadership, stakeholders, and sponsors with professionalism and poise.
- Provided front-line mentorship and operational training to seasonal staff, many of whom were entering the film and live events industries for the first time.

DIRECTING CREDITS

Director/Producer/Writer | *A Village* (Theatre in Asylum, 2024)

- Created a collaborative rehearsal room that centered Black vulnerability and creative agency, while inviting emerging artists to devise work from lived experience.

Assistant Director/Line Producer | *Axes, Herbs, and Satchels* (The Anthropologists, 2023)

- Supported and devised with a majority-Black ensemble in staging narratives of resistance and survival; uplifted new voices through production infrastructure and dramaturgy.

Director/Producer | *Belly* by Dr. Haile Eshe Cole (The Anthropologists, 2024)

- Directed an all-femme, Black ensemble and championed culturally-informed performance practices for underrepresented artists reclaiming historical narratives.

Associate Director/Producer | *Marianas Trench* by Scott C. Sickles (Leviathan Lab, 2024)

- Co-developed a space of artistic rigor and cultural safety for AAPI artists to explore themes of intergenerational memory and diasporic identity.

Director | *Behind the Smile* by Skylar Tarnas (THE TANK, 2024)

- Directed a sharp comedy exploring class and performance, supporting a first-time playwright in amplifying nuanced, underrepresented perspectives on economic identity.

Director | *Eddie Battles Evil* by L.B. Kovetz (THE TANK, 2023)

- Directed a genre-bending new work featuring Equity actors from New Light Theater Company; collaborated with Barbara Toy and Atlantic Theater Company to produce an artist-centered process grounded in access, rigor, and collaboration.

Director/Producer | *IS GOD IS* by Aleshea Harris (Fordham Studio, 2022)

- Fostered a trust-based rehearsal room focused on care, vulnerability, and collective rigor while staging Aleshea Harris's explosive exploration of Black womanhood, violence, and myth.

Director/Producer | *JUMP* by Charly Evon Simpson (Fordham Studio, 2021)

- Directed Charly Evon Simpson's heart-centered drama with a community-forward approach; prioritized fun, empathy, and ensemble safety throughout the production process.