



## ABOUT ME

Hi, I'm Jayda! I am a senior at Grand Canyon University working towards earning my Bachelor of Arts in Graphic Design with an emphasis in Advertising. I am set to graduate this spring and cannot wait to get more involved in the world of design so that I can use my passions to serve others. You can always catch me listening to some Taylor Swift while working local coffee shops, sipping on an iced chai!

## EXPERIENCE & EDUCATION

### SOCIAL MEDIA SPECIALIST | HVH MEDIA & MARKETING

JUN 2022 - PRESENT

- Create content including reels, stories, and static posts for multiple social media accounts and present analytics to multiple different clients
- Reach out to influencers to promote products
- Stay up to date on social media trends to develop strategies that increase the reach, engagement, and followers of the accounts

### GRAPHIC DESIGN INTERN | ARIZONA PRIVATE EDUCATION SCHOLARSHIP FUND

APR 2022 - SEP 2022

- Assist with the design and layout of different promotional materials including partner calendars, advertisements, cards, etc.
- Develop creative concepts and ideas for graphic design projects
- Work on the production of different promotional materials through the use of copywriting, proof-reading, and editing

### SOCIAL MEDIA ASSISTANT | SAMI FINE JEWELRY

JAN 2019 - APR 2022

- Photograph jewelry and design creative graphics and other video materials to post across five different social media accounts
- Write 500-800 word blogs for the main website every month
- Input new jewelry pieces and customer contact sheets into multiple systems used by the store with heavy attention to detail

### SET TO GRADUATE WITH A BACHELOR OF ARTS IN GRAPHIC DESIGN & ADVERTISING | GRAND CANYON UNIVERSITY

APR 2023

## SKILLS

I take pride in my skills and have always strived to be constantly improving them to the highest possible level. I believe that the skills I carry will help me bring a unique and valuable perspective to any team I join. My passion for design is always evident!

### SOFT SKILLS

Organized  
Communicative  
Passionate  
Attentive  
Dependable  
Confident  
Uplifting  
Adaptable

### HARD SKILLS

Later  
Adobe Illustrator  
Adobe InDesign  
Procreate  
Shopify  
Adobe XD  
Canva  
Adobe Photoshop

## CONTACT

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