

Jayla Jackson

VIDEO EDITOR / SOCIAL MEDIA MANAGER

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Portfolio

EXPERIENCE

Digital Content Specialist & Podcast Producer Direct Selling News

January 2026- Present

- Produce, film, edit, and publish 50+ podcast episodes within six months, managing the full production process from recording and post-production to digital distribution.
- Led multimedia coverage for industry conferences, capturing event photography, B-roll, and video testimonials used in digital campaigns and editorial features.
- Created visual content published in Direct Selling News Magazine, contributing to both print and digital storytelling initiatives.

Social Media Coordinator

July 2025 - December 2025

Plano Plastic Surgery and Spa

- Monitored social trends, managed community engagement, and tracked performance metrics, providing monthly reports that informed promotions and contributed to a 25% increase in consultation requests.
- Produced, edited, and published HIPAA-compliant photo and video content, driving consistent brand visibility and patient interest. Assisted in the creation and execution of online advertising campaigns on platforms such as Facebook Ads and LinkedIn Ads, achieving a 20% increase in click-through rates.
- Developed and executed engaging multi-platform content strategy (Instagram, Facebook, TikTok) that increased followers by 35% and boosted average engagement rates by 20% within 3 months

Content Coordinator

March 2025 - Present

Wext Marketing

- Assisted in creating, curating, and scheduling engaging content across social media platforms (Instagram, Facebook, TikTok, LinkedIn).
- Helped design graphics, edit short videos, and repurpose content for different platforms.
- Monitor and respond to comments, messages, and mentions to foster engagement.

Video/Photo Intern

January 2024 - May 2025

UNT Student Activities

- Edited 80+ video content for social media platforms, including Facebook, Instagram, TikTok, and YouTube.
- Optimize video formats and lengths for different social media platforms to maximize reach and increase engagement by 15%
- Collaborating with the social media and marketing teams to understand video requirements and create content that aligns with brand guidelines and campaign objectives.

Freelance Video Editor

December 2024 - January 2026

Aume Media

- Created engaging short-form videos using Adobe Premiere Pro and After Effects.
- Managed client communication, project timelines, and revisions for high-quality deliverables.
- Developed branded content that increased audience engagement by 20%.

EDUCATION & CERTIFICATIONS

The University of North Texas, Denton TX
Bachelor of Arts in Media Arts - Radio, TV, Film &
Performing Arts
August 2022 - May 2025

Content Creation: Strategy and Tools - Certification
LinkedIn Learning - 2023

Advertising and Promotion Certification
Career Skills Certificate - 2019

EXTRACURRICULAR ACTIVITIES

President, Women in Cinema - 2025

A club dedicated to connecting UNT film creators and educating students about women in the film industry.

Vice President and Social Media Manager, Black Film Club - 2025

A club catered to black students at UNT, where students can learn to create films and discuss the history and impact of black filmmaking.

SKILLS

Adobe Premiere Pro
Adobe After Effects
Adobe Photoshop

Avid Media Composer
Creative Collaboration
Digital Media Production

Strong interpersonal skills
Proactive and self-motivated
Exceptional organizational skills