

JAYLIN SMITH

ADVERTISING | UX/UI

CONTACT

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🌐 creativelyjaylin.com

SKILLS

Leadership Excellence

Computer Literacy

Excellent Written & Verbal
Communication Skills

Entrepreneurial Spirit

Adaptive & Collaborative

Adobe Suite

Microsoft Office & Google Suite

Wordpress, Wix, Figma, NicePage

HTML, CSS, JS, & C# (Basics)

EDUCATION

Bachelor of Arts, Major of Advertising

Western Kentucky University

2019-2023

Summa Cum Laude

Kerrie Fay Stewart Memorial Scholarship

WKU Dean's List

WKU President's List

IxDA Vice President

WKU Esports Broadcaster

LEADERSHIP

Girls State Counselor for ALAVGS
(2019-Present)

Co-lead of Stream Team (2022-2023)

American Legion Auxiliary Volunteer Girls
State Delegate (2018)

Girl Scout (2008-2019)

President of High School Beta Club
(2019)

Varsity Cheer Captain (2019)

Top 10% of Graduating Class at Culleoka
Unit School (2019)

PROFILE

As a driven soon-to-be graduate with hands-on experience in multiple professional fields, I am eager to leverage my skills and passion to contribute to a dynamic team. Thank you for considering my application.

EXPERIENCE

Content Creator

NoctisNexus

January 2021-Present

- Raised \$5,000 individually by bringing together community for charity through streaming events for March of Dimes and the American Cancer Society
- Ranked in the top 1% of Twitch streamers
- Strategized to grow brand identity on Twitter, YouTube, TikTok, Twitch, and Instagram, resulting in a combined following of over 10,000 users
- Designed and launched a website [noctisnexus.com] as a portfolio to send for brand deals and partnerships
- Provided leadership of a team of 40+ content creators and managed a charity event in which \$17,000 was raised as the top fundraising team of the event
- Partnered with the Fisher House Foundation and March of Dimes to provide guidance on streaming partnership programs from the content creator perspective. Helped to build charity events that raised over \$24,000 and involved 30+ content creators and teams

ALAVGS Counselor

American Legion Auxiliary Volunteer Girls State

2018-Present

- Counselor for 40 girls per year directly in part of a larger 500-600 student delegation
- Provided leadership and advising in building a state government from the ground up while also growing personal development
- Direct counselor and advisor for a delegates that were elected Girls State Governor and Girls Nation President
- Social media development and management for group/city of 40 delegates

Executive Assistant | Intern

Cherokee Equity Corporation

2021-2022

- Developed new business relationships by attending networking events alongside the President
- Provided administrative support to the President of Cherokee Equity, including coordinating tenant relations and streamlining the management of 100+ commercial rental properties
- Researched growth opportunities for rental clients within their respective industries and provided consulting upon request

UX/UI Lead in SEAS Virtual Reality Research

Western Kentucky University XR Lab

2022

- Awarded 1st Place for a presentation while showcasing a project on "Eclipse Totality Megamovie Application" at the Association for Computing Machinery Mid-Southeast Conference 2022
- Collaborated with a UX professor to develop foundational research for the project, providing guidance on front-end development and the overall project