JAYDA WINFREY

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EDUCATION

California State University, Northridge **Expected Graduation: May 2028**

Bachelor of Arts in Business Marketing

- Minor in Entertainment Media Management.

WORK EXPERIENCE

BESS DRSSD, Los Angeles, CA **February 2026 - Present**

Director of Marketing

- Architected social media presence by creating engaging fashion, music, and culture-focused content, expanding follower base by 55% in 90 days.
- Developed posts, crafted captions, designed promotional graphics, and supported social media campaigns, growing the following by 50%.
- Monitored content performance and used engagement trends to help reach 1.3M+ views and gain 1,100 followers in 30 days.

Nordstrom, Topanga Plaza, Canoga Park, CA **May 2025 - Present**

Sales Associate / Style Consultant

- Provided personalized, customer-focused service by assisting 20 customers daily in selecting merchandise tailored to style, needs, and budget.
- Built lasting customer relationships, maintained organized and visually appealing sales areas, supported merchandising and inventory tasks, and collaborated with team members to meet department goals, improving revenue by $100,000.

Target, Woodland Hills, CA **October 2022 - June 2025**

Style Consultant

- Greeted visitors daily, directed conversations at checkout, and addressed questions, boosting visitor satisfaction by 50%.
- Managed back-of-house operations by overseeing stock, improving replenishment by 60%.

SKILLS

- Social Media Marketing: content strategy, campaign planning, audience growth, engagement tracking, performance-based content optimization.
- Design Tools: Canva, promotional graphics, visual branding.
- Microsoft Office: Word, Excel, PowerPoint, Outlook.
- Adobe: Photoshop, InDesign, Lightroom, and Premiere Pro.

LEADERSHIP

California State University, Northridge — Heather Hall **August 2025- Present**

Resident Assistant

- Planned and hosted 5+ floor events and programs for 40 residents, building community and boosting resident engagement.
- Served as the first point of contact for residents, mediating roommate conflicts, and connecting students with campus resources.
- Enforced housing policies and completed on-call duty rotations, helping keep a safe and inclusive living environment.

PROJECTS

ArtFeelingsArt **January 2025 - Present**

- Founded and operated an independent photography and creative visual content account, showcasing original artistic and editorial-style work and increasing audience engagement by 80%.
- Designed graphics and charts for 10 editorial projects, demonstrating superior web photography and design skills using Adobe to achieve editorial communication goals.