

# JAYSSIELISA HAYNES

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## WORK EXPERIENCE

### **Penske Media Corporation**

#### **Advertising Operations Coordinator**

08/2022 – Present  
Los Angeles, CA/ Remote

- Coordinate paid social campaign strategy & execution across 10+ publication brands (incl. Billboard, Variety, Deadline, Indiewire, Robb Report, ArtNews, etc.) for implementation & completion
- Review & approve proposals/insertion orders to confirm attainability & accuracy in the internal campaign management system to ensure delivery
- Manage insertion orders, reporting/data requests, & allocate inquiries to relevant campaign managers
- Compile wrap reports with performance data for clients & for internal billing purposes
- Establish achievable impression goals by forecasting digital inventory & aid in targeting strategies using DFP, IAS, & Permutive to guarantee feasible campaign performance
- Collaborate with sales, inventory management, and marketing teams to review & resolve campaign requests

### **Onni Creative**

#### **Creative Brand Marketing + Operations Coordinator**

01/2021 – 03/2022  
Los Angeles, CA/ Remote

- Coordinated digital marketing content, including website, blog, & Pinterest, to increase brand presence & awareness
- Managed digital creative initiatives related to research, brand, graphic design, asset & project management
- Developed & compiled pitch decks including but not limited to corporate marketing, branding, & art/production design
- Managed several administrative & operational responsibilities to ensure & maintain workflow
- Author & contributing writer for OC blog
- Liaison for art department coordination with external clients, vendors, prop & decor shopping, & set dressing

### **A24**

#### **Brand Intern**

08/2021 – 12/2021  
Remote

- Supported ad hoc projects for film, brand, & publishing merchandise for A24
- Conducted research for new product launches & initiatives to maintain brand integrity & consistency
- Edited A24 Podcast transcriptions to minimize errors in grammar for quality listener experience
- Managed WMS & D2C e-commerce business sales channels & update e-commerce inventory using Shopify & Whiplash
- Aided preparation for the launch of 2021 Fall A24 Auction - "For Promotional Use Only," including backend population of 200+ products on the A24 website

### **CSUB UNIV. Advancement**

#### **Athletics Development Assistant**

01/2019 – 04/2020  
Bakersfield, CA

- Assisted in the coordination of fundraising efforts, including marketing campaigns and special events for the community in the academic & athletic industry
- Developed communication deliverables for Donor Relations, Annual Giving, and other Athletics Development programs within a matrixed organization.
- Produced & directed social media campaign content across all platforms aiding in achieving a 21% increase in donations for Roadrunner Scholarship Fund (RSF) 2019 fiscal year
- Maintained complete & orderly records of over 400 donors in the internal management system & facilitated regular donor communications (incl. collaborating with staff on the management & planning of fundraising events & donor receptions)

## EDUCATION

California State University, Bakersfield

Bakersfield, CA

**Bachelor of Arts : Communications** Double Concentration: **Public Relations & Film/Digital Media** Minor: **Marketing**

## SKILLS, LEADERSHIP, & VOLUNTEER EXPERIENCE

### **Mochi Magazine**

#### **Staff Writer**

02/2023 – Present

- Pitch, develop, research, & write articles for the longest-running digital publication for Asian American women
- Coordinate & conduct interviews with subjects & maintain communication between all necessary parties
- Conduct research to stay up to date in the media landscape for possible story leads
- Emphasize the importance of smaller independent creators & projects to highlight diversity
- Routinely communicate with organization members, such as editors, social media, & coordinators.
- Attend editorial meetings for publications & career/educational growth

**NCAA Division I Scholar-Athlete, Swimming** - Team Captain, CSUB Student-Athlete Advisory Committee Swim Representative

Communications, Journalism, Writing, Marketing, Digital Media, Public Relations, Cold Calling, Microsoft Office, Google Suite, Asana, Airtable, Development/Production, GAM, Salesforce, Adobe Creative Cloud, Canva, Raiser's Edge