

JAYDEN DAVIS

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EDUCATION

Emory University, Goizueta Business School

Atlanta, GA

Bachelor of Business Administration (BBA), Marketing, Film & Media Management

The University of Sydney (Semester Study Abroad)

Camperdown, Australia

PROFESSIONAL EXPERIENCE

Spectrum Reach – Advertising Optimization Specialist | Charlotte, NC

Sept. 2025 – Present

Own end-to-end post-sale campaign fulfillment and inventory optimization across a multi-region footprint, supporting high-volume linear advertising for local and DISH Network campaigns while serving as a primary fulfillment point of contact for cross-functional partners.

- Deliver on-time post-sale fulfillment across three regional areas (Blue Ridge, Southeast DISH, Northern & Great Lakes), executing accurate copy and maintaining schedule integrity across multiple systems
- Protect campaign pacing across 1,000+ unplaced units weekly, by analyzing inventory constraints, prioritizing resolution strategies, and securing high-value spots under tight delivery timelines
- Mitigate \$114K+ in weekly revenue at risk and recapture \$20K+ in untapped revenue through surfacing hidden avails, optimizing placement strategy, and resolving displaced or high-impact units before deadline
- Improve cross-functional execution across Traffic, Ad Operations, Billing, Sales Ops, and Account Management, by escalating systemic fulfillment issues and advising on pacing, make-goods, and tradeoffs

Krispy Kreme Doughnuts – Brand Management Intern | Charlotte, NC

May 2025 – Aug. 2025

Supported global campaign execution across digital, social, and in-store channels, contributing to competitive analysis, deck development, and product storytelling to drive alignment across creative, insights, and operations.

- Supported development and execution across 18,000+ points of access globally, collaborating with digital, social, ops, creative, insights, legal, and agency partners to deliver integrated marketing campaigns
- Enabled faster cross-functional alignment through 10+ branded decks, by translating campaign strategy, creative direction, and performance context into leadership-ready recaps and pitch materials
- Shaped internal brand strategy discussions around Gen Z, merchandising, and value, leading competitive brand positioning analysis and QSR trend research with clear strategic recommendations
- Improved product discoverability and brand consistency for seasonal LTO launches, by writing SEO-optimized product names and descriptions aligned with brand voice, tone, and narrative

United Talent Agency (UTA) – Extern | Atlanta, GA

Sept. 2024 – Mar. 2025

Engaged in hands-on exposure to talent representation, marketing, and IP development through executive-led programming, creative assignments, and direct mentorship focused on entertainment industry pathways.

- Translated executive perspectives on representation and marketing into applied insights, by engaging with UTA leaders across divisions and synthesizing global industry trends and regional market dynamics
- Developed cross-platform adaptation concepts from existing IP, by applying storytelling, audience targeting, and marketability principles to pitch original development ideas
- Strengthened personal positioning and career strategy while partnering with UTA's Director of Early Career Recruiting for resume audits, job search coaching, and informational interview preparation

Institute for Study Abroad (IFSA) – Curricular and Data Management Intern | Remote

Jul. 2024 – Jan. 2025

Provided operational coordination support across a global study abroad portfolio, ensuring curriculum accuracy, degree alignment, and cross-institutional consistency through detailed audits and database management.

- Improved curriculum accuracy across 120+ global study abroad programs, by collaborating with enrollment counselors and marketing to research, validate, and align course information used for advising and promo
- Reduced downstream credit-transfer risk for IFSA students, ensuring degree alignment across course selections and institutional catalogs amid evolving departmental policies and host university standards
- Streamlined academic workflows and resolved enrollment blockers, by auditing Course Information Forms (CIFs) for University College Dublin and Trinity College Dublin, correcting discrepancies before escalation
- Improved real-time decision-making across internal and partner teams by maintaining and enhancing CHART, IFSA's internal curriculum database, through precise cross-referencing of global course offerings

Tomorrow Studios – Development Intern | Los Angeles, CA

Jun. 2024 – Aug. 2024

Supported scripted development across film and television by delivering coverage, pitching original concepts, and engaging with agents and executives to assess IP viability, narrative strength, and market positioning.

- Strengthened early-stage development decisions, by pitching original feature and television concepts with clear creative vision, casting considerations, and competitive comps aligned to market positioning
- Informed project prioritization and adaptation strategy, by providing weekly coverage on books, formats, and other IP while evaluating narrative structure, character development, and commercial potential
- Improved collaboration and packaging context across development workflows, by engaging with agents, coordinators, and partners at major agencies to assess client servicing and deal considerations

- Accelerated iteration and storytelling quality in production and post, through feedback on daily cuts and pre-visuels that identified creative opportunities and continuity issues

Emory Pathways Centers – Program Coordinator | Los Angeles, CA

Nov. 2023 – Aug. 2024

Led operational coordination for a multi-week residential academic program, managing logistics, schedules, and communication to ensure a seamless participant experience across faculty, administration, and students.

- Ensured uninterrupted daily program operations across a 10-week residential experience, by coordinating multi-time-zone travel and managing 40+ itinerary components for a 15-student cohort
- Delivered a high-quality participant experience with 100% post-program satisfaction, facilitating 20+ academic, professional, and cultural events as on-site liaison and hospitality lead
- Prevented operational disruptions and delays, serving as the primary point of contact between faculty and administration and proactively escalating and resolving issues in real time

Emory Student Center – Marketing & Project Coordinator | Atlanta, GA

Oct. 2023 – May 2025

Executed integrated marketing and event initiatives for campus-wide programs, driving audience engagement through social media, content production, and large-scale event planning while supporting reporting and comms.

- Increased Instagram engagement by 430% for a 2,100+ follower audience, by executing targeted ad campaigns and producing interactive, high-impact content aligned to campus priorities
- Sustained audience interest across multiple platforms, producing 100+ pieces of social content for Instagram, YouTube, and emerging channels using research-driven creative collaboration
- Delivered large-scale events for 750+ attendees within \$1K–\$35K budgets, by coordinating logistics, vendor relationships, and cohesive marketing strategies to ensure on-time, on-brand execution
- Enabled stakeholder alignment and executive decision-making, by creating 25+ pitch decks, proposals, and presentations that clarified strategy, outcomes, and next steps for campus initiatives

Blumhouse – Post-Production Intern | Los Angeles, CA

Jun. 2023 – Aug. 2023

Supported post-production operations by managing documentation, asset tracking, and workflow analysis across multiple productions, contributing to licensing, archival organization, and process improvement initiatives.

- Reduced post-production risk and improved readiness, by identifying marketable script elements, coordinating VFX and sound licensing documentation, and maintaining accurate internal tracking systems
- Informed executive decisions on scalable storage for 500+ terabytes of data, evaluating cloud solutions against post-production workflows, cost considerations, and operational efficiency
- Restored asset accuracy across nearly 400 physical and digital sources, by reconciling inventories, eliminating duplicates, and compiling detailed reports to support ongoing productions
- Strengthened cross-departmental awareness, participating in weekly Hot Topics discussions with department heads across development, production, and post to surface risks, dependencies, and timeline

SKILLS

Content Development | SEO Copywriting | Campaign Execution | Deck Design | Adobe Creative Suite | Canva | Google Workspace | Microsoft 365 | Airtable | Social Media Strategy | SAP | Notion | Salesforce | Typeform

LEADERSHIP

BLACKSTAR* Magazine – Executive Producer

Feb. 2022 – May 2025

- Directed financial strategy, production logistics, and editorial support for Emory's first and only Black student publication, securing \$15,500+ in supplemental funding to expand creative output and elevate underrepresented voices

Club Sports Council – President

Feb. 2022 – May 2025

- Oversaw governance for 31 competitive Club Sports, supporting nearly 20% of Emory's undergraduate population while strengthening compliance, collaboration, and organizational visibility

Emory Club Gymnastics Team – President

Feb. 2022 – May 2025

- Managed a \$39,500+ annual budget and led an 11-member Executive Board, coordinating travel, competitions, and team operations for up to 30 athletes in full compliance with University policies