

Kayla Jones

Social Media Content Strategist



kaylaannjones.film@gmail.com | (908) 930-0962

NJ/NYC | Online Portfolio

linkedin.com/in/kayla-a-jones

Education

BFA Film/Video, Pratt Institute

Aug 2020 – May 2024 | Brooklyn, NY

Bachelor of Arts in Film & Video, Minor in Psychology

Awards

Pratt Circle (Graduate with Highest Honors),

Pratt Institute

2024

Presidents List, Pratt Institute

Fall 2021, Spring 2022, Fall 2022, Spring 2023, Fall 2023, Spring 2024

Skills

Social Media Content Creation (TikTok, Instagram, YouTube) ● ● ● ● ●

Adobe Programs, CapCut, Procreate, Picsart

Collaboration, Time Management, and Problem-Solving ● ● ● ● ●

Video Editing ● ● ● ● ●

Adobe Creative Cloud, Adobe Premiere Pro, Adobe After Effects, CapCut

Adobe Creative Cloud ● ● ● ● ●

Adobe Premiere Pro, Adobe After Effects, Adobe Photoshop, Adobe Lightroom

Motion Graphics & Animation ● ● ● ● ●

Adobe After Effects, Adobe Premiere Pro

Professional Work

Content Strategist/Creator, The Juice House LLC

Jan 2025 – present | NJ

Develop and manage all content for corporate TikTok and Instagram accounts; assist in campaign creation, support creative brand direction, and enhance brand presence while collaborating closely with the creative director and marketing team.

Set Production Assistant, Netflix

Oct 2025 – Nov 2025 | NJ/NY

"Bad Day" ☑ Dir. Jake Szymanski.

Supported the directorial team by managing lockups, and ensuring set safety and efficiency, while attending to crew and cast needs.

Set Production Assistant, WTF is My Password, Dir. Steve Pink ☑

Aug 2025 – Sep 2025 | NJ

Supported the directorial team by managing lockups, and ensuring set safety and efficiency, while attending to crew needs.

Video Editor, Deetdoe Productions

2024 | Fanwood, NJ

- Freelance remote position editing short-form content for YouTube
- Edited and optimized video cuts to maximize viewer engagement
- Applied sound design techniques to enhance audience experience

Manager, The Juice House

Aug 2019 – present | Garwood, NJ / New Providence, NJ

- Supervises and monitors employee performance to ensure efficiency and adherence to company standards
- Conducts inventory counts and manages adjustments to maintain accuracy for orders
- Oversees opening and closing procedures, ensuring smooth daily operations
- Resolves customer concerns quickly and effectively, providing excellent service and maintaining satisfaction

Projects

Recall, Video Editor, VFX Artist, Writer, Director, ☑

2023 – 2024

Senior Thesis Film at Pratt Institute.

Festivals: Independent Shorts Awards (Best Actor)

Fools Gold, Script Supervisor, Makeup Artist ☑

Jan 2024

Senior Thesis Film at Pratt Institute. Dir. Vidhu Kota.

Festivals: YoFiFest, Jiff JaiPur International, Golden Gate International, Cal Film Fest, Indie Short Fest, Independant Shorts Awards

Mommy and Me, Video Editor ☑

2024

Essay film digitized from mini DV tapes from childhood. Authentic archival footage arranged to tell a story.

The Questions of Life, Video Editor ☑

2022

A fully independent experimental short at Pratt Institute.

Festivals: Yellowhammer Film Festival (official selection)

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Biography:

I create work that is close to my heart. I am infatuated with the idea of creating something everlasting, that people can watch back for generations to come and continue to enjoy. Whether that joy comes from movies on the big screen, or reels on a cell phone, entertainment brings us together. I am detail and deadline oriented and will always create work that is stylized yet tells a story with efficiency and purpose. I graduated from Pratt Institute in 2024 with a BFA in Film/Video with highest honors. I currently work in the NJ/NYC area as an On-Demand Content Creator, Freelance Production Assistant, and Video Editor. With an education in Film/Video, I have explored all areas of Film and Media post graduation, and expanded my skill set from Short Films, to Social Media Content including campaigns and advertisements. I currently am working closely with brands to enhance their social media presence from a cinematic perspective by providing On-Demand Content and strategy.

Links and Relevant Handles:

Online Portfolio for Film and Media: kaylaajones.com

Professional Instagram Handle: @kaylaajonesfilm

Professional Tiktok Handle: @kaylaajonesfilm

"Content Strategist and Creator"

Instagram Handles:

@thejuicehouse_

@thejuicehousesssc

Tiktok Handles:

@thejuicehouse_