

JAYLA JOANNE SIMMS

COMMUNICATION ♦ GRAPHICS
EVENTS ♦ BUSINESS DEVELOPMENT

Austin-area creative and food enthusiast. Like the burgeoning city, Jayla cherishes the old while welcoming the new, ever-evolving. Her career has grown from administrative tasks to marketing coordination, business development, and public relations in the architecture, engineering, and construction industry. Recently, she has taken on a new challenge, developing staff in her sector through strategic internal initiatives.

Throughout her career, Jayla has consistently attracted inspiring projects with graphic components. Proposals, events, exhibits, newsletters..you-name-it and she is ready to research, plan, and execute each new project challenge. Pursuing a higher education in graphic design while working full-time, she discovered a passion and talent for visual communication while watching her career flourish.



CONTACT

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Wisam Design Company



NICE TO MEET YOU

1. WHAT WOULD YOU WANT TO BECOME AN INSTANT EXPERT IN?

While I think my cooking is already top tier, becoming a professionally trained chef with food knowledge from around the world would be my dream.

2. AM OR PM?

Night Owl

3. WHAT DID YOU WANT TO BE WHEN YOU WERE A KID?

Supermodel and actress

4. WOULD YOU RATHER BE HOT OR COLD?

HOT! I'm usually cold, and I love soaking up sunshine.

5. WHEN DID YOU LAST GIVE A GIFT AND WHAT WAS IT?

Last week, I gave my friend, Courtney, beaded champagne earrings and colorful journals for her birthday.

12+ YEARS EXPERIENCE

LJA Engineering, Inc.

2017 – Ongoing

Sector Development Manager

Public Relations Coordinator

Baer Engineering and Environmental Consulting, Inc.

2010 – 2017

Business Development Manager

Marketing Coordinator

Administrative Assistant

Never give up on a dream just because of the time it will take to accomplish it. The time will pass anyway.

— Earl Nightingale

EDUCATION

Associate of Applied Science
Visual Communication -
Graphic Design Specialization
Austin Community College

SKILLS

Adobe Creative Cloud
Microsoft 365
Google Workspace
Mac and PC
Interpersonal Communications
Event Management
Sales/Proposal Management
Business Development
Presentation Design
Newsletter Design
Small Business Advocacy
Diversity Advocacy
Social Media Management
Quality Assurance/Control

PATIENCE IS A VIRTUE

Traveling the Country
Executing Successful Events
Parties, Meals, Military Balls
Winning a \$20M+ Contract
Every Other Contract Win
Researching and Executing Initiatives
Styling Leadership Offices
Praise and Appreciation from Peers
Being Called a *Minister of Culture*
Strategizing the Next Big Win
Utilizing Graphic Design Skills

HIGHS

Change in Leadership
Being Used as a Political Pawn
Isolation as the Only Creative
Boundaries Disrespected
Inappropriate Advances
Losing Benefits
Firing Staff
Burnout

LOWS

SUCCESSSES

In-person and Virtual Employee Engagement Events
Client, Community, and Association Events and Exhibiting
Leading Charity, Social, and Diversity Groups and Efforts
Editor for LJA Newsletter, *Ken's Comments*
Baer Engineering Brand Refresh and Website Redesign
Society of American Military Engineers (SAME) Fort Hood Chapter
Leadership, Growth, and Event Management
SAME Small Business Council Secretary and Newsletter Editor —
2014 & 2016 Appreciation Awards for Outstanding Support

LESSONS LEARNED

Organization is a key to unlocking efficiency.
Work on being proactive versus reactive.
Negotiate and advocate for yourself or you won't be given much.
Be weary of workplace politics. Rise above.
Take notes when collaborating. Organize your notes.
Same goes for your emails. Save and organize most.
When an assignment seems limiting, get excited and see how far you can stretch those limits. It can stretch creative muscles you didn't even know you had.