

Jayla Thompson

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EDUCATION

University of Wisconsin-Madison

Madison, WI

Bachelor of Business Administration

May 2023

Major: Marketing | **Minor:** African American Studies

Certifications: Google UX Design, Content Marketing (HubSpot), Digital Marketing (HubSpot), Personal Training, Nutritionist

Awards: 2022 Alliant Energy/Erroll B. Davis Achievement Award, Trusted to Lead Wisconsin School of Business Nominee, University of Wisconsin Madison Class of 2023 Notable Graduates, Wisconsin Inno Under 25 Class of 2023

SUMMARY

Dedicated professional who is a self-starter and lifelong learner with a passion for product design and user experience. Focused on creating inclusive products that positively impact customers while supporting business strategic goals. Experienced in developing and executing initiatives that promote inclusivity and equitable access, resulting in measurable business benefits. Skilled at aligning user-focused projects with organizational objectives to achieve both customer satisfaction and business success. Committed to using innovative design strategies to foster sustainable growth and make a meaningful difference in diverse communities.

PROFESSIONAL EXPERIENCE

American Family Insurance (Rotational Development Program)

Atlanta, GA

Product Design Telematics Analyst

September 2024 – May 2025

- Delivered three user tested prototypes addressing key user pain points and collected and analyzed user feedback by creating an end-to-end communication strategy, enhancing customer understanding of DriveMyWay scores and improvement strategies.
- Developed a user-tested Quick Start Guide to motivate app registration within 10 days of enrollment, reducing auto-opt-out rates by Day 28 through a controlled field experiment using design thinking, business acumen, and critical thinking knowledge.
- Created an Onboarding Flow strategy framework by designing a prototype and a research study to improve user experience with app features, decrease customer service call in volume, and shared key recommendations with stakeholders and developers.
- Led extensive user research initiatives, employing qualitative and quantitative methods to gather critical data. Analyzed and synthesized findings to produce actionable insights and strategic recommendations for leadership, directly influencing product enhancements and aligning with market demands.

The General Insurance

Atlanta, GA

PR and Partnerships Analyst

March 2024 – September 2024

- Developed a comprehensive promotional strategy for the award-winning series "The Break," enhancing visibility and engagement through targeted campaigns, strategic branding initiatives, and collaboration with agencies to leverage earned media opportunities
- Coordinated cross-functional teams to execute promotional campaigns, ensuring seamless integration of marketing efforts across various channels and maintaining alignment with overall business objectives.
- Leveraged Google Analytics to track KPIs and business goals, using critical thinking to analyze data, identify trends, and generate actionable insights that drove strategic decision-making and optimized promotional strategies for brand growth.

American Family Insurance

Atlanta, GA

Community and Social Impact Analyst

September 2023 – March 2024

- Curated and moderated youth led panel discussion at the national STEAM and Dream Chicago summit called "Generating Joy and Youth Voices" to empower an audience of 200+ attendees using expertise of organizing and facilitating dynamic conversations
- Analyzed community and social impact initiatives to drive business goals, collaborating with senior-level and C-suite external partners to align strategies, manage budgets effectively, and ensure impactful outcomes and strong partnership commitments
- Spearheaded UWM Pilot "Build Your Brand" event to improve recruitment strategy and brand awareness on the University of Wisconsin – Milwaukee campus by leveraging stakeholder management, presentation, and business acumen skills

Gateway Capital Partners

Milwaukee, WI

Venture Capital Associate Intern

May 2023- August 2023

- Spearheaded digital marketing objectives through activation of social media campaigns, content creation and graphic designs
- Actively engaged in strategic planning session that aimed to improve relationships between founders and investors to help improve the greater Wisconsin entrepreneurial ecosystem via workshops, market research, and onsite activations
- Assessed company profiles to identify potential investment opportunities by reviewing pitch decks, participating in competitions, and analyzing revenue reports to evaluate the performance of current portfolios within a \$13.5 million fund

The Wisconsin School of Business (WSB)

Madison, WI

Diversity Consultant

January 2022- May 2023

- Champion the inclusion and empowerment of 500+ students with underrepresented identities by organizing, creating content and planning community events for our “WHY DEI Series” that focus on history, heritage, and culture programming to foster community
- Developed and facilitated monthly DEI workshops for the WSB’s Inclusive Leadership Badge through creating curriculum that addresses effective ways in which students could engage in DEI efforts to help position themselves to be inclusive leaders
- Consulted and advised for 25+ student led organizations during weekly consulting hours and student organization council meetings

American Family Insurance Social & Corporate Impact

Milwaukee, WI

Office of Community & Social Impact Intern

May 2021- August 2022

- Curated the orientation and curriculum development for the founding Fearless Dreamer and AmFam Scholars Program cohorts and activated the Brewers Digital Scholarship Series by assisting in the storyline development and filming agenda for the scholars
- Developed a vendor selection process for the sponsorships of AmFam’s economic free to dream initiative of 30 BIPOC entrepreneurs for the Milwaukee Night Market and organized content for the digital marketing campaign to highlight their stories
- Executed community engagement activations by leveraging our SummerFest and Brewers relationships to garner engagement from 25 community partners using strategic outreach and distribution strategies to effectively strengthen relationships and promote brand lift

LEADERSHIP AND INVOLVEMENT

Black Student Affinity Group (WSB)

Madison, WI

Ambassador

January 2022- May 2023

- Spearheaded monthly meetings for students to promote community and support the inclusion of students from diverse backgrounds
- Provided professional and personal growth opportunities and resources to help advance students undergraduate experience
- Served as a mentor by leveraging experience and interpersonal communication skills to cultivate meaningful relationships

Wisconsin Black Student Union (WBSU)

Madison, WI

Publicist

July 2021- May 2022

- Advanced the work to promote a more inclusive space for Black students at UW-Madison by leading social media campaigns that aim to reflect the diversity, creativity, culture, influence, history, and beauty of their identities on campus and in greater community
- Lead marketing strategies that increased event retention rates and amplify the values, mission, and impact of WBSU on campus
- Planned 10 campus wide events throughout the year by using creativity, networking, and budgeting skills to execute projects

Diverse Leaders for Tomorrow (DLT)

Madison, WI

Chief Operating Officer

September 2020- January 2022

- Lead weekly meetings that provide members with critical professional development education, which has increased member’s knowledge on skills such as interview etiquette, resume building, networking, cover letters, and leadership opportunities
- Recruited new members on campus through creating outreach events and actively networking with other campus organizations

SKILLS AND INTERESTS

Skills: Diversity and Inclusion, Strategic Communication, Organization, Adobe Photoshop, Canva Pro, Social Media Marketing, Google Analytics, Budget Management, Project Management, Communication, Negotiation, Stakeholder Management, Figma, Confluence, Design Thinking, Business Acumen, User Testing and Research, Analytical, And Critical Thinking.

Interests: Health and Wellness, Activism, Photography, Music, Singing, Cooking, Traveling, Hiking, Basketball