

NAIYA JELENY

CREATIVE PRODUCER

CONTACT

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SUMMARY

Creative professional with international experience across content production, brand development, event operations, and digital storytelling. Master's graduate in Fashion Creative Direction from IED Barcelona with a background in theatre production and project coordination. Skilled at bringing creative concepts from idea to execution across social, experiential, and editorial environments.

PORTFOLIO

www.naiyajeleny.com

SKILLS

PROFESSIONAL

- Event Coordination
- Project Management
- Content Creation
- Creative Production
- Final Cut Pro
- Canva

LANGUAGES

- Spainsh (Fluent)
- English (Fluent)
- Catalan (A1)

EDUCATION

ISTITUTO EUROPEO DI DESIGN

Master's in Fashion
Creative Direction
2025

UNIVERSITY OF CENTRAL FLORIDA

Bachelors in Theatre Arts
Minor in Literature
2020-2024

WORKING EXPERIENCE

PRODUCTION ASSISTANT

VOICELAB PERU | Jan 2026 - Mar 2026

- Filming behind-the-scenes content
- Edited social media content for Instagram
- Building flats for the set
- Attend and organize production meetings

FOUNDER & CREATIVE DIRECTOR

IYKYK | 2026-PRESENT

- Developed brand identity, website, and product concepts
- Led creative strategy across digital and experiential campaigns, developing brand assets, content, and audience engagement initiatives.
- Conducted market research and audience development

CUSTOMER EXPERIENCE INTERN

COTOWN REAL ESTATE SPAIN | July 2025 - Oct 2025

- Developed and presented customer experience improvement proposals
- Collaborated with cross-functional teams to enhance resident satisfaction and service quality
- Supported customer experience initiatives within an international real estate organization

STAGE MANAGER

University of Central Florida | 2020 - 2024

- Coordinated backstage operations and managed production timelines for live performances.
- Led communication between directors, designers, technicians, and performers to ensure smooth execution.
- Managed teams during performances while troubleshooting time-sensitive production challenges.