

Jayla Ascue-Breland

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EDUCATION

North Carolina Central University (NCCU)

Bachelor of Science in Mass Communication/Broadcast Media; Minor: Recreation Administration. GPA: 3.86.

Durham, NC

Expected December 2027

University of Colorado at Boulder

Completed First Year of Undergraduate Studies.

Boulder, CO

August 2024 – May 2025

EXPERIENCE

Promotions Intern

Feb 2026 – Aug 2026

Durham Bulls Baseball Club

Durham, NC

- Managed ticket distribution, customer flow, and fan interactions during game-day operations in a professional stadium environment
- Delivered customer service by assisting guests with seating, pricing, and event information
- Maintained accurate ticket verification and adherence to stadium entry procedures
- Upheld organization and professionalism during large-scale events to support a positive fan experience

Social Media Manager

January 2024 – January 2026

Deliverance Word of Faith

Lancaster, SC

- Managed content across multiple social media platforms with consistent branding and messaging
- Increased audience engagement through targeted content strategy and community outreach
- Supported event promotion across digital channels

Sales Associate

May 2023 – August 2024

CycleBar

Charlotte, NC

- Provided customer service in a client-focused fitness environment
- Assisted with studio operations, promotions, and member engagement

ACTIVITIES & LEADERSHIP

Beyond The Nest: The Eagle Experience Podcast

2026–2027, North Carolina Central University

Production Crew

- Supported podcast production by preparing the studio, coordinating guest needs, managing recording equipment, and facilitating smooth recording sessions from setup through completion; gained hands-on experience in audio/video production and guest coordination

Black Women in Sports

2026–2027, North Carolina Central University

President

- Lead all organizational operations, meetings, and strategic initiatives; represent the organization in campus and professional settings; develop programs, events, and networking opportunities for women pursuing careers in sports

Black Women in Sports

2025–2026, North Carolina Central University

Vice President

- Coordinated events, workshops, and guest speaker engagements; supported organizational planning and member engagement initiatives

Student Athletics Academic Support Services

2026–2027, North Carolina Central University

Intern

- Monitored grades, attendance, and assignment completion to promote academic success and scholarship eligibility; collaborated with staff to support academic programming and student-athlete development

SKILLS

Core Skills: Social Media & Content Creation, Audio/Video Production, Sports Operations Support, Student-Athlete Engagement, Customer Service, Leadership, Communication, Organization