

## Laila In

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### Education

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#### California State University Northridge, GPA 3.72

May 2024

Bachelors in Business Administration, concentration in Marketing

**Skills:** Microsoft Suite (Excel and Powerpoint), Notion, Asana, Later, Monday, Hootsuite, Canva, Tableau, Blackbaud NXT CRM, Adobe Lightroom, and Cap Cut

**Certifications:** Hootsuite Platform, Hootsuite Social Media Marketing, Social Media Simternship

**Interests:** Social Chair of Nazarian Alumni Chapter, Tennis Club at SF State (President & Co-Founder)

**Portfolio:** [lailain.com](http://lailain.com)

### Experience

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#### Marketing Assistant

April 2025-Current

##### Block LLP

- Led social media strategy for TikTok, executing ideation, content creation, editing, scheduling, publishing, and performance optimization to increase brand visibility and lead generation; grew account from 0 to 9,000+ followers in 8 months
- Produced and launched the “Tenant Rights 101” educational content series, positioning the firm as a trusted legal resource, within 22 days, increased post views by 2,145%, profile views by 789%, likes by 3,198%, comments by 1,464%, and shares by 2,784%
- Generated qualified leads through social media content, increasing inbound consultation requests from 0 to 10+ emails per day and increasing TikTok DMs to 20+ per week from prospective clients seeking legal assistance, creating a consistent flow of leads for the firm
- Provided prompt, professional customer support by responding to comments, DMs, and inquiries, strengthening trust and audience relationships
- Monitored trends and audience activity to produce timely, relevant, high-engagement content
- Tracked performance metrics and insights to refine content strategy and inform future campaigns

#### Social Media Marketer

Aug 2023-May 2024

##### California State University Northridge, Alumni Relations

- Managed content calendars across Instagram, LinkedIn & Facebook, supporting CSUN events
- Grew reach by 149%, engagement by 556%, and followers by 29.6% in 3 months
- Managed multiple marketing requests simultaneously and tracked progress via project management platform Monday.com
- Provided photography and live updates to social media during events
- Collaborated with department heads to design content aligned with campaign goals and partner brand guidelines

#### Marketing Intern

Aug 2023-Dec 2023

##### Cos Bar

- Created weekly Instagram and TikTok, scheduled content via Later; managed community engagement
- Wrote blog and social copy in brand voice; contributed to competitive analysis reports
- Research led to hover-feature site update, boosting Holiday collection visibility
- Presented influencer trend report with strategic recommendations