

Education

California State University Northridge, GPA 3.719

May 2024

Bachelors in Business Administration, concentration in Marketing

Skills: Microsoft Suite, Asana, Later, Monday, Google Sheets, Hootsuite, Canva, Tableau, CRM, Cap Cut, and Excel

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: <https://www.lailain.com/>

Experience

Alumni Relations & Annual Giving at CSUN | (Social Media Marketer)

Aug 2023-May 2024

- Managed content scheduling, creation, and publishing across Instagram, LinkedIn, and Facebook to boost community engagement and support CSUN Alumni events
- Analyzed social media audience and executed content according to trends that increased social media reach
- Tracked all social media marketing requests and progress on project management platform Monday.com
- Developed monthly and quarterly social media performance reports
- Fulfilled on average 10 weekly social media and marketing requests from department heads
- Managed and created all original content for following social media channels: Instagram, LinkedIn, & Facebook
- Collaborated with department heads to design content adhering to CSUN brand and to promote CSUN Alumni Events
- Monitored emerging trends on social platforms to ensure content remained fresh, relevant, and innovative, increasing follower engagement by 556% over three months.
- Increased social media followers by 29.6% and reach by 149% over the span of 3 months
- Photographed and provided live updates to social media during events
- Assisted at in-person events including, check-in, guest services, event set-up and break-down

Cos Bar | (Marketing Intern)

Aug 2023-Dec 2023

- Responded to comments and messages, fostering real-time engagement and building community by maintaining an active, positive presence across social channels
- Created, planned, and sourced Instagram and Tik Tok content weekly on Later
- Created written content for blog posts and social media copies, maintaining a consistent brand voice
- Conducted research for internal Competitive Analysis Reports
- Research findings drove implementation of hover feature on Website's main menu navigation, resulting in an increase in views for products in Holiday collection
- Presented research findings in Influencer presentation to marketing team that suggested new influencer marketing technologies and identified current trends and gaps in influencing marketing for Cos Bar

Lefty Production | (Account Manager Assistant)

Nov 2022-Aug 2023

- Collaborated with the account manager daily in overseeing apparel production, ensuring quality and timely delivery
- Collaborated with cross-functional teams in the development of over 20+ projects
- Coordinated with vendors for production costing and timelines, managing trims and materials, and sourced raw materials for clients