

# Lila E. Albright

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## EDUCATION

### Bucknell University, Freeman College of Management

Bachelor of Science in Business Administration

*Major: Markets, Innovation, and Design*

**Relevant Coursework:** Introduction to Organization and Management,

Costume Design, Introduction to Principles of Marketing, Design Realization, Understanding Consumers

GPA 3.63

### Lewisburg, Pennsylvania

August 2020-May 2024

## WORK EXPERIENCE

### Bobbles and Lace

*Social Media Director & Lead Stylist*

### Winter Park, Florida

July 2024-Present

- Deliver excellent customer service to ensure high levels of customer satisfaction
- Coordinate pop-up shop events to foster community engagement and enhance brand visibility
- Create engaging social media content to increase brand awareness

### Knox Street Dallas

*Summer Intern*

### Dallas, Texas

June 2023-August 2023

- Created engaging social media content for luxury retailers
- Developed a comprehensive summer social media content calendar tailored for specific retailers

### Winter Park Chamber of Commerce

*Summer Intern*

### Winter Park, Florida

June 2022-August 2022

- Created campaigns and advertisements in Canva and Mailchimp
- Assisted in event planning and setting up for various events in the community
- Conducted research on estimated price per unit for promotional items such as stationary and signage

### Be on Park

*Summer Intern*

### Winter Park, Florida

July 2021-August 2021

- Photographed jewelry for social media and edited via Adobe Photoshop for a high-end jewelry boutique
- Curated eye catching displays that effortlessly lead customers through the retail environment
- Updated website images and product descriptions

### HB Enterprises, LLC

*Social Media & Marketing Intern*

### Jacksonville, Florida

Dec 2020-Jan 2021, May 2021-June 2021

- Developed marketing campaigns using Adobe Photoshop Design Studio for an online company specializing in apparel and gifts
- Enhanced and managed Instagram, Facebook, and LinkedIn accounts
- Analyzed the data on each social media account and identified solutions to increase viewership

### South Moon Under

*Summer Intern*

### Washington, D.C.

June 2019

- Trained as a sales associate and certified as a stylist under the South Moon Under customer service and selling model, STYLE, for a women's boutique with 33 locations in the Mid-Atlantic
- Attended social media coordinator meetings to increase customer engagement on Instagram
- Initiated an employee recognition program implemented across 33 brick-and-mortar stores

## INTERESTS

- Ballet, Field Studies and Volunteer Work, Graphic Design, Photography, Social Media

## SKILLS

- Adobe Creative Suite, Canva, Google Analytics, Mailchimp, SEO