

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

GPA 3.73

Lewisburg, Pennsylvania

August 2020-May 2024

WORK EXPERIENCE

The 1911 Group

Marketing Director (Full-time)

Dallas, Texas

October 2024-Present

- Planned and executed monthly premier luncheons and networking events for the SMU alumni community
- Led membership efforts, including weekly onboarding calls and ongoing engagement with new members
- Led website redevelopment and managed ongoing performance and optimization
- Represented the organization at SMU-affiliated events, serving as a spokesperson and brand ambassador

RM11.com

Marketing Manager (Contract)

Dallas, Texas

October 2024-November 2025

- Monitored campaign KPIs and social media platform performance
- Managed digital campaigns and oversaw in-house PR strategy, focusing on compelling storytelling and media outreach
- Supported creator-facing initiatives, activations, and events internationally

WorldSprings

Freelance Social Media Research

Dallas, Texas (Remote)

September 2024

- Identified and analyzed 10 TikTok and Instagram influencers in Dallas to promote a wellness center
- Proposed a partnership with the Dallas Run Club to target health-focused young adults

Bobbles and Lace

Social Media Director & Lead Stylist

Winter Park, Florida

July 2024-October 2024

- Provided personalized styling services to achieve high levels of customer satisfaction
- Coordinated permanent jewelry pop-up events to enhance brand visibility

Knox Street Dallas

Summer Intern

Dallas, Texas

June 2023-August 2023

- Created content for the grand opening of the restaurant Mr. Charles on TikTok and Instagram
- Coordinated with local micro-influencers to generate social media content for the annual Katy Trail 5K
- Developed a summer social media content calendar for restaurants and retailers using the Loomly platform

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

INTERESTS

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

SKILLS

- Adobe Photoshop, Asana, Canva, Event Planning, Google Analytics, Mailchimp, SEO & Performance Marketing, Website Development, WordPress, Meta Business Suite