

# Lila E. Albright

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## EDUCATION

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### **Bucknell University, Freeman College of Management**

Bachelor of Science in Business Administration

*Major: Markets, Innovation, and Design*

- Study Abroad: ISI Florence, Florence, Italy — Spring 2023; coursework in international business, fashion merchandising and sustainability, and Italian culture

GPA: 3.73

**Lewisburg, Pennsylvania**

August 2020 – May 2024

## WORK EXPERIENCE

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### **The 1911 Group**

*Marketing Director (Full-time)*

**Dallas, Texas**

October 2024 – Present

- Execute monthly networking events and private dinners for 100+ attendees at premier venues
- Drive membership growth through direct sales, onboarding, and relationship management (400+ active members; 3,000+ network)
- Represent the organization at SMU-affiliated events as a spokesperson and brand ambassador

### **Bobbles and Lace**

*Lead Stylist*

**Winter Park, Florida**

July 2024 – October 2024

- Drove sales through personalized styling, upselling, and client relationships to meet store targets
- Delivered high-touch service to build repeat clientele and long-term relationships
- Assisted with visual merchandising and floor displays in alignment with brand standards
- Coordinated in-store events and community partnerships to increase traffic and sales
- Supported inventory and backroom operations, ensuring product availability

### **Knox Street Dallas**

*Summer Intern*

**Dallas, Texas**

June 2023 – August 2023

- Created social media content for restaurant and retail clients, including grand opening campaigns
- Collaborated with local influencers to increase event visibility and engagement

### **Be on Park**

*Summer Intern*

**Winter Park, Florida**

July 2021 – August 2021

- Photographed and edited product imagery for a high-end jewelry boutique
- Led in-store events and pop-ups to increase traffic and sales

### **South Moon Under**

*Summer Intern (Styling & Sales)*

**Washington, D.C.**

June 2019

- Trained as a sales associate and certified stylist under the STYLE selling model in a multi-location brick-and-mortar boutique
- Styled customers and drove product sell-through
- Supported visual merchandising, including window displays and monthly floor set execution

## INTERESTS

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- Fashion & Styling, Event Hosting, Photography, Content Creation

## SKILLS

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- Clienteling, Personal Styling, Luxury Customer Service, Sales & KPI Tracking (AOV, UPT), Visual Merchandising, CRM (HubSpot/Salesforce), Retail Sales, Product Knowledge, Adobe Photoshop