

Lila E. Albright

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EDUCATION

Bucknell University, Freeman College of Management

Lewisburg, Pennsylvania

Bachelor of Science in Business Administration

August 2020 – May 2024

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

WORK EXPERIENCE

The 1911 Group

Dallas, Texas

Marketing Director (Full-time)

October 2024 – Present

- Plan and execute monthly networking events and private dinners for SMU alumni, hosting 100+ attendees per event at venues including Dallas Country Club and Petroleum Club of Dallas
- Drive membership growth through direct sales, outreach, and onboarding; grow community to 400+ active members and engage a network of 3,000+ alumni
- Lead weekly onboarding calls and sustain member engagement to improve retention and participation
- Coordinate speaker engagements, including sourcing, scheduling, and event logistics for high-profile guests
- Lead website redevelopment and ongoing performance optimization to support member acquisition
- Represent the organization at SMU-affiliated events as a spokesperson and brand ambassador

WorldSprings

Dallas, Texas (Remote)

Freelance Social Media Research

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

Winter Park, Florida

Social Media Director & Lead Stylist

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

Dallas, Texas

Summer Intern

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

Winter Park, Florida

Summer Intern

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, Canva, Asana, Google Analytics, Google Tag Manager, Mailchimp, SEO & Performance Marketing, WordPress, Meta Business Suite, CRM Management (HubSpot/Salesforce), Influencer & Partnership Marketing