

Lila E. Albright

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WORK EXPERIENCE

The 1911 Group

October 2024 – Present

Marketing Director

Dallas, TX

- Plan and execute monthly signature events for 100+ guests at premier Dallas venues, coordinating logistics, vendors, marketing, and guest experience
- Drive membership growth to 500+ active members within a 3,000+ alumni network through direct sales, onboarding, and member engagement
- Lead brand partnerships and sponsorships, managing 15 sponsors across outreach, agreements, budgets, and co-branded activations
- Manage website redevelopment and ongoing digital updates, improving user experience and maintaining accurate, consistent brand content
- Produced the inaugural 1911 Group Guidebook for distribution to 1,000+ alumni; manage the weekly content calendar across Instagram, LinkedIn, and YouTube

SozaMD

June 2026 – Present

Freelance Brand and Content Marketing

Dallas, TX

- Develop and execute social media and content strategy for a luxury dermatology and aesthetics practice, managing the weekly content calendar, brand voice, and digital presence
- Direct end-to-end content production, including shoot planning, photographing and filming content, copywriting, CapCut editing, scheduling, and publishing
- Execute brand partnerships and experiential activations, including a soft launch event in partnership with Xeomin, coordinating partner teams, creative assets, promotional content, and event execution

Bobbles and Lace

July 2024 – October 2024

Lead Stylist and Social Media Director

Winter Park, FL

- Drove sales against store targets through personalized styling and repeat clienteling, and ran visual merchandising, in-store events, and community partnerships

Knox Street Dallas

June 2023 – August 2023

Marketing Intern

Dallas, TX

- Produced content and experiential activations for restaurant and retail openings across a luxury shopping and dining district, including the Katy Trail 5K in partnership with Lululemon
- Launched the district email marketing program with a website-integrated signup, and managed the shared content calendar across tenant brands in Loomly

Be on Park

July 2021 – August 2021

Retail and Marketing Intern

Winter Park, FL

- Photographed and edited luxury jewelry product imagery in Adobe Photoshop for e-commerce listings, and led in-store events and pop-ups

EDUCATION

Bucknell University, Freeman College of Management

Aug 2020 – May 2024

Bachelor of Science in Business Administration, Markets, Innovation, and Design

Lewisburg, PA

- Cumulative GPA: 3.73 / 4.00
- Study Abroad, ISI Florence, Italy, Spring 2023: coursework in international business, fashion merchandising and sustainability, and Italian culture

SKILLS

- **Marketing and Analytics:** Brand strategy, social media growth, influencer marketing, email marketing, Google Analytics, Mailchimp, Meta Business Suite, WordPress, CRM (HubSpot, Salesforce), Microsoft Excel, KPI tracking
- **Content and Creative:** Graphic design, copywriting, content creation, short-form video, Adobe Photoshop, Canva, CapCut, Canon photography, content calendars
- **Project Management:** Asana, event planning, vendor and budget management, sponsor and partner relations
- **Retail:** Visual merchandising, clienteling, personal styling, e-commerce product content