



Leilah Doran

SOCIAL MEDIA MARKETING & CONTENT CREATION

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EDUCATION

BACHELOR'S OF ART DEGREE

University of California, Davis

- Major: Design with an emphasis in Graphic Design, Minor: Communications (GPA: 3.3)
- Involvement: Guardian Scholars Program (GSP), Mobility Hip-Hop Dance Team, Davis Women in Business (DWIB), PIXEL Graphic Design Club, Design Careers Club

HIGH SCHOOL DIPLOMA

Samueli Academy Charter High School

- Project-Based Learning, Design Pathway
- Virtual Enterprise (VP of Marketing & Sales and VP of Digital Media)
- Editor in Chief for the school newspaper

TECHNICAL SKILLS

- Adobe Creative Suite (Adobe Premiere Pro, Photoshop, Illustrator, etc.)
- Microsoft Office (Excel, Word, Powerpoint & Outlook)
- Familiar with website builders & design platforms (Wixsite, Shopify, Canva, etc.)
- Social Media Management & Marketing
- Videography & Video Editing
- Photography/DSLR Camera Experience
- Email Marketing with Klaviyo
- Social Media Copywriting
- Graphic Design

QUALIFICATIONS SUMMARY

- Passionate about Beauty & Wellness
- Knowledge of various Social Media Platforms
- Well Organized (Digitally & Physically)
- Customer Service Skills
- Self-Sufficient/Self-Starter
- Collaborative & Independent
- Detail-Oriented
- Inquisitive

CERTIFICATIONS

- Video Strategies for High Engagement
- Public Relations Foundations

EXPERIENCE

SOCIAL MEDIA & CONTENT ASSOCIATE

Shop Good | July 2023 - Present

- Led the Marketing team by developing and implementing marketing strategies to help increase brand awareness, drive traffic for sales, and improve engagement with customers/followers
- Created and managed a 360 cross-functional Marketing Calendar for social media, email marketing, and eCommerce to increase brand consistency and maximize sales
- Developed innovative Marketing assets, including graphics, email templates, videos, photography, in-store signage, social media posts, and more to market services and products
- Created and posted engaging and brand-on content for social media channels, as well as scheduled content and wrote copy for all marketing campaigns (for email and social media use)
- Monitored and analyzed metrics and analytics weekly to optimize content performance, identify opportunities for growth, and adjust strategies accordingly
- Developed and maintained relationships and outreached with industry influencers, bloggers, and brand ambassadors to maximize reach, engagement, and sales

SOCIAL MEDIA CONTENT COORDINATOR

HAIRtamin | January 2023 - July 2023

- Worked with social media influencers Leyla Milani (1.7M followers) and Lilly Ghalichi (2.9M followers) to help establish and maintain their founded company through social channels
- Created content for social channels, including trend-based content, educational content, videos with voiceovers, etc. (for one TikTok account & four Instagram accounts)
- Directly impacted HAIRtamin's TikTok 17% follower increase from 30k to 35k in two months
- Managed TikTok and Instagram engagement daily (responding to DMs, replying to comments on brand posts + engaging with content from the community)
- Analyzed and reported on social media metrics/KPIs monthly for all social channels
- Assisted in the process of sourcing influencers for campaigns, PR lists & other collaborations by outreaching & tracking status daily in Excel
- Collaborated with the Marketing team to design organic and paid media campaigns resulting in an increase in sales and brand awareness amongst target demographics
- Pitched, developed, and managed new product launches across social channels to convert current and new followers into customers

SOCIAL MEDIA MANAGER

Rezvan Foundation | August 2022 - Jan 2023

- Grew Rezvan Foundation's Instagram followers by 38.2% in the first month of entering the role
- Managed and operated social media accounts to grow following and increase exposure using marketing strategies
- Tracked and analyzed weekly analytics and KPIs using Hootsuite
- Curated creative and educational content for social media to create brand identity resulting in a 10% increase in engagement
- Collaborated and engaged with the social community to increase brand impressions

MARKETING INTERN

CARAVAN Wellness | May 2022 - August 2022

- Successfully managed 3 social channels (Instagram, TikTok, LinkedIn) and increased account reach by 82%
- Curated content across all channels to educate the audience and maintain brand identity
- Tracked and reported analytics to management
- Pitched, developed, and produced short video content resulting in 59k Reel views and 9k impressions on posts
- Wrote copy & developed designs for blog articles, weekly newsletters, and social posts with 100% grammatical accuracy