

Kaylila Pasha

Marketing Creative

 kaylilacreative@gmail.com

 [LinkedIn](#)

 [Portfolio](#)

Relevant Experience

Owner · Kaylila Creative: Digital Marketing

November 2018 - Present

- Provides social media management, strategic support, and website design services, with 50+ impact-driven brands served.
- Leads and executes strategic social marketing campaigns, customized for each client, to increase brand awareness and engagement.
- As I grew my business, I gained experience managing team members, delegating responsibilities, and collaborating with clients.

Marketing Manager · SEGAL NYC

April 2023 - Present

- Created, implemented, and established a comprehensive website and social media rebrand across various platforms.
- Increased organic website searches by 301% and boosted organic social growth by 346%.
- Coordinated content promoting several projects across various industries in an organized, timely manner.

Marketing Manager · Meridian Symphony Association

August 2020 - Present

- Develops and executes an annual marketing campaign to increase organization awareness, community engagement, and ticket sales.
- Leads targeted social media advertising campaigns to boost ticket sales, event attendance, seasonal subscriptions, and giving initiatives.
- Creates and manages interactive website tools to enhance patron experiences.

Top Skills

- Strategic decision-making
- Project management
- Brand development & awareness
- Acute attention to detail
- Canva proficient

Professional Attributes

- Comprehensive understanding of diverse social media platforms, tools, current trends, and optimal practices.
- Highly effective communicator with a proactive, resourceful, and optimistic approach.
- Strong analytical skills with the ability to interpret data and make informed, strategic decisions.
- Receptive to constructive criticism with experience collaborating on a team.
- Reliable and punctual on deadlines.

Education

Bachelor of Fine Arts

Oklahoma City University

2017 - 2020

- Summa Cum Laude
- Honors Program Graduate
- 2-time Undergraduate Research Day Winner