

KAYLILA PASHA

New Orleans, Louisiana | kaylilapasha@gmail.com | (601) 678-6682 | [Website](#) | [Creative Portfolio](#)

WORK EXPERIENCE

[Kaylila Creative: Digital Marketing](#) - USA (Remote)

November 2018 – Present

Founder & CEO

- Spearhead a comprehensive suite of marketing services, including social media, website, and e-communication strategies, elevating the success of an extensive client roster spanning 50+ impact-driven brands.
- Devise, pitch, and execute targeted marketing campaigns tailored to each client, driving measurable growth in followers, website traffic, engagement, sales, subscriptions, and customer acquisitions.
- Drive significant business growth since the company's inception, evolving from a solo freelance operation to a skilled network of contractors and collaborators.
- Responsible for nurturing client relationships, acquiring new clients, and building trust to ensure sustainable, meaningful partnerships.

[Gatherer Enterprises](#) (Formerly Segal NYC) - New York, NY (Remote)

April 2023 - Present

Marketing Manager (Contract)

- Solely conceived, implemented, and established a comprehensive marketing strategy across diverse platforms, effectively engaging with and captivating our target audience.
- Plan, execute, and deliver content across Instagram, Facebook, and LinkedIn, driving strategic promotion for theatre, film, CPG, sports, and fine art investments while collaborating with key investors and stakeholders.
- Play a pivotal role in conveying and advancing the impact-investment firm's mission, ensuring a cohesive and intentional marketing approach in direct collaboration with the Founder/CEO.
- Executed a company-wide rebrand across all social and web channels, ensuring consistency in visual identity, messaging, and brand voice.
- Doubled Gatherer's social following within the first year, maintaining a robust 75% annual growth rate, achieved 100% organically. Additionally, content created has generated over a quarter of a million impressions from a highly engaged community of under 3,000 followers.

[Jimmie Rodgers Foundation & Music Festival](#) - Meridian, MS (Remote)

September 2020 - Present

Director of Marketing (Contract)

- Oversee digital marketing efforts alongside the Executive Director as the Jimmie Rodgers Foundation's first on-staff Marketing Director in recent history.
- Develop and maintain brand consistency across digital and print media.
- Manage website design, email marketing, social media, and advertising to drive engagement and audience growth.
- Lead creative direction for annual festival branding, including graphic design, content creation, and marketing campaigns.
- Oversee paid and organic promotions in partnership with advertising agencies to maximize ticket sales, donor engagement, and sponsorship visibility.
- Cultivate relationships with sponsors, media, and community partners to expand the Foundation's reach and ensure the annual festival's success.
- Track and analyze marketing performance to refine strategies and optimize impact.

Meridian Symphony Association - Meridian, MS (Remote)

August 2020 - Present

Director of Marketing (Contract)

- Initiated the development of an annual marketing campaign, collaborating closely with the organization's Executive Director to create a focused and refined strategy.
- Responsible for independently executing compelling and impactful campaigns, increasing community awareness and engagement, and contributing to record-breaking contributions, ticket sales, and subscriptions.
- Orchestrate targeted social media advertising campaigns to increase ticket sales, boost event attendance, drive sales and seasonal subscriptions, and promote giving initiatives within the company.
- Create and manage interactive website tools to enhance patron experiences and ensure seamless engagement with the organization's offerings.

Website Designer & Project Manager - USA (Remote)

February 2019 - Present

See a select list of Website Design clients below.

- Design and build websites for clients across diverse industries, managing all project stages from concept to launch.
- Develop and refine visual elements, including logo, color palette, typography, and iconography, to establish a unified brand identity and a comprehensive branding suite.
- Utilize best UX/UI design practices to enhance user engagement and improve accessibility across all devices to create a responsive, user-centered website.
- Work closely with clients to refine designs, adjusting elements based on user testing and feedback to meet all project requirements.
- Implement best SEO practices, such as keyword optimization, to boost search engine visibility and drive organic traffic.
- On select websites, serve as Project Manager by leading market exploration, setting timelines, identifying milestones, streamlining workflows, and mentoring junior designers to deliver cohesive, effective, high-quality websites.
 - Website Design/Project Management clients include [The 31 Women](#), [Dreaming The Future Together](#), [Pain Management Center of Meridian](#), [East Mississippi Aesthetics](#)

EDUCATION

Oklahoma City University - Oklahoma City, Oklahoma

Bachelor of Fine Arts | GPA: 4.0 | Summa Cum Laude

- **Awards/Honors:** 2-time Undergraduate Research Day Winner, Honors Program Graduate

Lamar High School - Meridian, MS

- **Awards/Honors:** Salutatorian, Class of 2017

EXPERTISE, ATTRIBUTES, & SKILLS

Social Media & Marketing Expertise: Management (SMM), Optimization (SMO) Consulting, Data Analysis, Strategy, Content Creation, Advertising, Video Editing, Graphic Design, Website Design, Email Marketing, Brand Development & Awareness, Copywriting

Technical Expertise: Proficient in Microsoft Office, Google Suite, Canva, Squarespace, Wix, ShowIt, Social Media Software (Later Media), Project Management Software (Asana), Select AI Tools

Personal Attributes: Strategic & Data-Driven Decision Making, Project Management, Relationship & Team Building, Client Management, Attention to Detail, Punctuality & Preparedness, Excellent Communicator