

# Leila Zahedi

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## **Experience**

### **Vacation® Inc. - New York, NY**

*Marketing Coordinator*

June 2024 - Present

- Manage logistics for brand events, including setup, breakdown, inventory, and vendor coordination
- Curate VIP and influencer guest lists; oversee on-site check in and ensure smooth guest experience
- Pitch beauty, lifestyle, and CPG editors; write press releases and secure earned media. 680 placements and 10 national broadcast segments in 2025 YTD
- Support campaign shoots; manage product samples, signage, and talent comms
- Work cross-functionally with SVP of Marketing, VP of Brand, and Director of Marketing Ops; coordinate timelines and tasks via Asana and Figma

### **Madhappy - Los Angeles, CA**

*Marketing Intern*

June 2023 - August 2023

- Conducted media outreach and created celebrity influencer sourcing lists for client seeding
- Diligently met client needs within deadlines, managing administrative tasks and demonstrating exceptional organizational skills and proficiency answering emails
- Executed comprehensive audits and analyses, offering insights into the effectiveness of marketing and branding strategies; monitored campaign goals and tracked consumer behavior online
- Oversaw the gifting suite and organized rollout of The Local Optimist Issue 1
- Participated in weekly marketing meetings, presenting ideas to C-suite

### **Algorithm Agency - Newport Beach, CA**

*Digital Marketing Coordinator*

May 2022-January 2023

- Developed content calendars, social media posts, video content, websites, and pre-production decks for clients to maintain and better brand image
- Led as head director for on-site client photo shoots
- Built out Facebook and Google Ads through Meta and Pixel platform
- Generated copy and learned about SEO strategies

## **Education**

*Syracuse University, 2020-2024*

*summa cum laude*

BS: Public Relations

Minor: Music Industry

## **Skills**

Figma, Asana, Microsoft Suite, Adobe Suite, Google Suite, Instagram, TikTok, Shopify, Squarespace, Cargo, Klaviyo

### **Moody Magazine - Syracuse, NY**

*Head of Web Development*

February 2023-August 2024

- Manage Moody Magazine website and online presence by uploading articles and troubleshooting interface performance
- Optimized user experience by implementing plugins and redesigning page layouts
- Practiced incorporating various SEO techniques, including keyword analysis, meta tag refinement, and trend prediction