

LAYLA BOUZHAY

lbouzhay@gmail.com | +44 7824 185962

SUMMARY

- Accomplished marketing manager with proven record in cultivating strategic B2B and B2C partnerships, effective multi-platform campaigns and leveraging data insights to drive brand development.
- Experience project manager and brand standard enthusiast with experience building social media followings and launching unique food and drink start-up concepts.

RELEVANT EXPERIENCE

TPC Cape Girardeau, Missouri

Marketing Project Coordinator 2020 - 2022

- Developed and executed comprehensive marketing campaigns across 24 digital accounts on Facebook, Instagram, Snapchat, and TikTok, resulting in a 60% increase in engagement and 30% increase in conversion rates.
- Identified and cultivated strategic B2B partnerships, events, social engagements, and advertising opportunities for 20 franchised restaurants, which generated \$500K in additional revenue within the first quarter.
- Collaborated with the executive team to organize and host employee engagement activities and events that resulted in a 30% improvement in employee retention rates.

Brand Development Manager 2021 - 2022

- Develop and implement restaurant franchise, Twisted Biscuit, within tight six-month deadline
- Collaborate with Operations, Finance, and senior management to identify client opportunities and develop seasonal assortments, merchandising, promotions, and strategy recommendation.
- Report and interpret sales and social media data to executive team members.
- Monitor and manage online presence of brand to identify customer pain points.

EXPERIENCE

Kate Spade New York White City, London, England

Stylist/KOL Influencer 2022 - Current

- Maintained brand standards by consistently providing excellent customer service and visual merchandising standards.
- Ensured positive customer experience by quick complaint resolution and created an increase in positive word-of-mouth referrals.
- Collaborate with colleagues to create weekly content for TikTok and Instagram to increase brand awareness and engagement.

Swarovski Kingston, England

Sales Associate 2023

- Consistently upheld visual merchandising standards, creating an appealing and engaging store environment
- Participated in monthly trade calls with stakeholders to provide updates on sales performance, inventory levels, and upcoming promotions resulting in improved communication and alignment between teams.
- Managed and organized a diverse inventory of over 1000 jewelry stock, ensuring accurate tracking of products, minimizing stockouts, and increasing overall sales by 15%.

Reveal Graphics Cape Girardeau, Missouri

Account Representative 2021 - 2022

- Develop sales forecast and establish pricing strategies to generate sales and margin improvements.
- Achieved 200% of all sales goals.
- Create demand for large format graphics and other print production.
- Recommend and implement alternative sale procedures to management, which resulted in 25% improvement in sales.

Nowara Co Jonesboro, Arkansas

E-commerce Specialist 2018 - 2021

- Drive development of e-commerce creative to ensure on-brand experience and align with marketing strategies.
- Problem solving for online fashion startup.
- Assist in campaign planning, reporting, executing, and monitoring to drive sales and retention.
- Implement competitor analysis to monitor activities within the e-commerce sector.
- Spearheaded the analysis and implementation of marketing plans improving organic search visibility by 50%

cargo Technologies

Cape Girardeau, Missouri

Customer Service Representative

2020 - 2020

- Assisted start-up in generating customer and restaurant leads to increase online traffic
- Resolved customer issues through efficient management of customer service calls and administrative tasks
- Achieved a 100% customer approval rating by resolving delivery issues and being the liaison between the restaurants & customers.

Domus Student Living

Cape Girardeau, Missouri

Leasing Agent

2019 - 2019

- Skilled in effectively marketing and leasing residential properties
- Developed and maintained an ongoing resident retention program
- Created beneficial external partnerships with local businesses to cross promote

EDUCATION

University for the Creative Arts

Epsom, England

Master of Arts in Fashion Business and Management

2023

Southeast Missouri State University

Cape Girardeau, Missouri

Bachelor of Science in Business Administration: Integrated Marketing Communications

2022

Minor: Fashion Entrepreneurship

SKILLS

- Meta Ad Manager
- Photoshop
- SketchUp
- InDesign
- Final Cut Pro
- Microsoft Office Suite