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LEILA ROKER

PROFILE

A New York native, I'm currently studying in Paris at the American University of Paris. I started with USC's Trojan Transfer Plan Program, but finding my time abroad so valuable and rich, I've decided to extend my time in Paris, and continue my studies abroad. As a journalism major, I have begun to broaden my online portfolio. I'm also deeply interested in public relations. I have practical experience in both fields. I am a fast learner, determined, multitasker, and also a millennial, so social media is second nature to me.

ACCOMPLISHMENTS

- I have published an article in Forbes.com, which generated 142K Views [here](#) .
- I have also freelanced an article for WWD. Ready to read [here](#) .
- Contributor in four Footwear News Articles: [here](#) , [here](#) , [here](#) , and [here](#) .
- Contributed to a 40% interaction increase across all social media platforms for It's On Us in 2018

EXPERIENCE

WWD

Freelance Writer

July 2019

- Freelanced a WWD article on Sotheby's Paris' auctioning of French artists, Les Lalanne's collection .

WWD

Summer Intern

May 2019 - July 2019

- Transcribed several tapes for reporters, as well as WWD's Executive Editor, Bridget Foley, for articles and reviews during Paris Fashion Week, Men's and Haute Couture.
- Analyzed archives for profiles and market trends.
- Helped organize invitations for reporters' fashion week schedules.
- Accompanied reporters to press releases and fashion shows.

It's On Us

Social Media Intern

July 2018 - August 2018

- The head of the non-profit's organization's social media for the summer.
- Developed and curated analytics to help deduce an effective back-to-school initiative for the company. Live streamed and Tweeted the It's On Us and Biden Foundation's co-summit in D.C..

ABC News

Royal Wedding Intern

May 2018 - May 2018

- Green room manager and production assistant for ABC's coverage of Prince Harry and Meghan Markle's Royal Wedding
- Coordinated, and managed the talent, guest starring in Good Morning America's Royal Wedding Edition

FOOTWEAR NEWS, NEW YORK, NY

Social Media Manager and Contributor
Sep 2016 – Aug 2017

- Contributor in 4 Online pieces titled 'Teen Talk'
- Contributor in 2 Print Articles: March 2016 Issue & August 2017 Issue.
- Managed Footwear News' Instagram for the August 2016 Osheaga Music Festival in Montreal.

PAPER MAGAZINE, NEW YORK, NY

Social Media Intern
Aug 2016 – Aug 2016

- Delivering outfits for magazine shoots.
- Responsible for helping recruit and manage guest list for Paper Magazine Collaborated Events.

WILHELMINA MODELING, NEW YORK, NY

Model & Actor, Apr 2016 – 2018

STREET SOCCER USA, NEW YORK, NY

Social Media Manager
Jul 2016 – Jul 2016

- Helped in the organization of a soccer cup tournament for corporate businesses and amateurs for the charity HELP USA
- Responsible for all submitted images, and Managed Street Soccer USA's Time Square Cup event's social media including: Facebook, Instagram and Twitter.

TIMO WEILAND, NEW YORK, NY

Fashion Show and Office Intern
Jul 2015 – Jul 2016

- Responsible for helping with fashion show seating and organization, delivering products to private clients, dresser in the fashion show, Sewing, and other assistant duties.

TODAY SHOW, NEW YORK, NY

Social Media Correspondent & Production Manager
Aug 2015– Aug 2015

- Production and Resource Assistant in Today Show/Travel Channel Collaboration for the Premier of the New Show '50/50'. Specifically responsible for helping with talent, guest stars, managing locations and set organization.
- Managed and Took Over Today Show's Instagram with Red Carpet Interviews for the 2015 Video Music Awards on MTV
- Recorded data for product updates, shipped products to personal clients, and organized statistics.

L'OREAL, NEW YORK, NY

Intern
Jul 2015 – Jul 2015



EDUCATION

AMERICAN UNIVERSITY OF PARIS, PARIS, ÎLE-DE-FRANCE

Study Abroad Candidate, Expected graduation, May 2021

LAGUARDIA HIGH SCHOOL, NEW YORK, NY

High School & Drama Diploma
June 2017



SKILLS

Native English Speaker
Fluent in French
Familiar with Excel and Microsoft Word
Social Media Management Experience
Acting Experience



HOBBIES

Writing
Reading
Active Fashion Consumer