

1059 3rd Avenue
New York, NY, 10065
leiaidliby.com | [LinkedIn](#)
(917) 293-1808 | leia.idliby@gmail.com

Leia Idliby

Content creator and manager with expertise in digital marketing for luxury brands and clients.

SKILLS

- Digital media, communications, brand strategy and storytelling, and content management
- Current and past clients include start-ups, luxury brands, and companies in the travel and hospitality industry
- 3 years of previous experience reporting, writing, and editing in digital media
- Deadline adherence, audience and client strategy, SEO, and analytics proficiency
- Executive leadership, management, marketing, writing, and media skills

EXPERIENCE

Roomie, New York, NY — January 2024 - Present

Senior Executive of Digital Marketing | Marketing Consultant

- Steer marketing and brand strategy for Roomie, a data and tech-driven platform that generates 3D models of college dorm rooms and retail spaces to facilitate move-in planning.
- Develop long-term marketing goals and campaigns alongside the VP of Operations and the Roomie sales team.
- Manage and create monthly marketing content, spanning from digital and social media content to press releases, email campaigns, partnerships, etc.
- Form and manage lasting partnerships with retailers and campuses to ensure Roomie becomes a move-in day staple across the nation's universities and colleges.
- Establish influencer and college ambassador strategies.

CA Creative, New York, NY — April 2023 - September 2023

Content Manager

- Led media strategy and managed accounts for renowned luxury brands, including The Leading Hotels of the World, Rosewood Baha Mar, Café Boulud, and Manhattan Skyline.
- Managed each client's campaigns and digital content, from designing and directing each concept to creating mood boards, planning photoshoots, and sourcing influencers and talent — ensuring high-quality and consistent content was delivered each time.
- Developed influencer strategies and managed partnerships to expand each brand's impact.
- Attended and created content during client events to showcase the brand's presence and engagement.
- Conceptualized, created, and published monthly content across various social media platforms, such as Facebook, Twitter, Instagram, and Pinterest, for each client.
- To ensure client satisfaction and maintain a cohesive brand narrative, I met with each client weekly and delivered monthly editorial calendars and messaging plans at least one month in advance.
- Managed an internal team of roughly three co-workers, as well as each client's respective influencers.
- Analyzed performance reports with the paid team to achieve key performance indicators (KPIs).

Abrams Media, New York, NY – February 2020 - April 2023

Newsletter Editor, Freelance Contributor at Mediaite – July 2022 - April 2023

- Helmed Mediaite's daily newsletter, Live from the Green Room, and contributed to social media engagement.
- Wrote and edited Mediaite's "Media Winner" and "Media Loser" columns — where two media figures were chosen as the respective winner or loser of the day based on recent reporting or commentary.

- Wrote a daily analysis of television ratings for the newsletter, highlighting prime-time averages and total viewers.

Reporter at Mediaite – February 2020 - July 2022

- Published original content with an entertainment and lifestyle focus for Mediaite, a digital news site dedicated to the intersection of media and politics.
- Reported on breaking and daily news, publishing roughly 6 stories a day, and penned longer analyses, opinion pieces, and evergreen content as the site's primary entertainment writer and editor.
- Interviewed and profiled several media figures, including Revolt TV host and 'Real Housewives of NYC' cast member **Eboni K. Williams**, writer and producer **R.J. Fried**, MSNBC anchor **Ayman Mohyeldin**, **Dean Obeidallah**, and Law&Crime's **Jesse Weber** — among others.

The Corp, Washington, D.C. — March 2015 - May 2018

Director of Uncommon Grounds (UG) – February 2017 - May 2018

- Appointed to the head position of The Corp's Upper Management team after two years working for the company — a public, non-profit, and charitable organization located at Georgetown University.
- Conceptualized and oversaw department projects, coordinated staff, and executed initiatives in alignment with the company mission statement.
- Partnered with Barnes and Noble to open a new location within the campus bookstore.

General Manager, Interim Director of Marketing of UG – February 2016- February 2017

- Tracked employee performance and regulated store operations through data analytics.
- Finalized payroll, interpreted financial reports, and steered store decisions.
- Spearheaded hiring and training of employees.
- Progressed through a position as **Interim Director of Marketing** April 2015 — March 2016
 - Crafted posters, promoted newly available products and deals, and contributed to social media campaigns.
 - Coordinated and orchestrated Uncommon Grounds Open Mic Nights — 'Uncommon Sounds'
 - Reviewed and judged applications to the Uncommon Grounds Art Scholarship.

Institute for Middle East Understanding, Brooklyn, NY— Summer 2015

Marketing Intern

- Partnered directly with Development Manager Dana Kardoush to share information on Middle Eastern conflicts with journalists.
- Sourced, examined, and contacted potential donors, and aided IMEU site management.

The McCarton Center, New York, NY — Summer 2013 and Summer 2014

Intern

- Scheduled, coordinated, and steered daily creative and educational activities in support of student learning and early childhood development.
- Assisted Sarah Daum, the Clinical Director of the Center for Developmental Pediatrics.

EDUCATION

Master of Arts, University College London – London, UK

Gender, Society, and Representation, 2020
Distinction

Bachelor of Arts, Georgetown University – Washington D.C.

Major in English; Minor in Psychology, 2018
Major GPA 3.7

The Chapin School – New York, NY

High School Diploma, 2014