

KAILA LANI SA

Seattle, WA | kailalanimoon@gmail.com | 253.329.3558

LinkedIn: <https://www.linkedin.com/in/lanisa/>

Website: <https://kailalanisa.cloud/>

EDUCATION

University of Washington, Seattle

Major in **Political Science**, Minor in **Data Science** | Focus in *International Relations* | Graduating **Spring 2024**

WORK EXPERIENCE

D.J. International Consulting

Seattle, WA

Marketing Assistant

12/23-current

- Managed and created content for social media platforms, including instagram, TikTok, X, and LinkedIn
- Conducted market research to identify trends, competitor activities, and new opportunities.
- Tracked and analyzed the performance of marketing campaigns using analytics tools.

PR Coordinator, Associate Consultant

- Assisted in developing and executing public relations strategies to enhance the company's reputation and visibility.
- Analyzed PR campaign performance and recommended improvements.
- Promoted partnerships and collaborations to expand platforms reach.

Ensam Hemma

Seattle, WA

Associate, Business Consulting

1/23-current

- Analyzed organizational practices, identified and controlled weaknesses, and recommended solutions
- Utilized airtable and other data science skills to consult businesses and organizations
- Gathered data, research, surveys, to pitch solutions to clients

LEADERSHIP EXPERIENCE & ACTIVITIES

Alpha chapter of Chi Omega

Director of Social

- Event coordinator and planner. Organized large events of over 200 people
- Followed a budget with Excel to create plans and committees for the events
- Scheduled meetings with venues and businesses through Notion

Online Retail Shop Owner

Popular Online Shop

- The shop had an instagram following of over 150k through social media advertising
- Produced videos and content to showcase items
- Created and developed a website through Wix and Squarespace to manage sales to keep track of popular items

SKILLS

Technical: Excel, Squarespace, R programming, Airtable, Tableau, Formstack, BigML, GapMinder, Microsoft

Languages: English, Korean, Spanish (beginner)

RECENT PROJECTS- Deliverables for Ensam Hemma

Onboarding Project for Housing Market

- Built a new onboarding form for a developing housing market to provide a more granular system of adoption.

Assisted with Microgrant Delivery System for Global Scholarship Program

- Advanced interfaces and organized business processes within airtable, progressed workflow automation systems

Aided with Project Management for Complex, High-profile events

- Examined and edited biography books, revised program infrastructure, and sustained a task management system

Professional References:

Hana Glasser- Principal of Ensam Hemma
204-550-2726

Hana@yearttogether.com

Dennis Yin- CEO of D.J. International Consulting
240-636-3389

(Current employer, would prefer if he was not contacted)

Lily Bates- Previous Sorority President
253-651-5998

lilybate@uw.edu