

Leila L. Giacomarro



Bachelors in Public Relations with a minor in Event Management

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Currently based in **Charlotte, NC**

If there's one thing that's defined my life, it's my ability to pivot. I embrace, learn and come out stronger. Throughout my 22 years, I moved often as my fathers' career and my family's lives took me to new places, which taught me how to adapt quickly, connect and find joy in the unfamiliar. These experiences shaped my independence and curiosity, leading me to attend Universitat de Autonomia in Barcelona, and more recently spending the past summer in New York City working in strategic communications.

As an only child, I've always been drawn to people. I've had leadership roles for as long as I can remember. From student council president to being selected as high school graduation speaker, I have always strived to create an environment that everyone truly feels welcome in. That passion for connecting with others led me to study Public Relations at the University of South Carolina. There, I served as Vice President of New Membership for Zeta Tau Alpha on our 13 member executive board, where I successfully introduced 155 new members to our 500 person chapter, with a 100% retention rate for the next year while managing a \$60,000 budget for the role.

Through experiences at TrailRunner International, AvidXchange, and The Carolina Agency, I've explored the many sides of communications, from creative storytelling and social media to corporate communication and crisis management which is now my strongest interest. No matter the setting, I've found that my biggest differentiator is connecting with people on a personal level and bringing positive energy to every room I walk into.

Outside of work, I love pop culture and art in every form, as I previously worked in The Columbia Museum of art. Most importantly, I care deeply about giving back through organizations like Best Buddies and The Red Cross where I can try and brighten other peoples days.

I'm excited to keep growing by learning from my new colleagues, continuing to build meaningful relationships, and staying open to any city that my career takes me next! I look forward to making a genuine difference through my work in whichever way our world needs me most.

Thank you for taking your time to learn more about me. Contact me at my email or number listed above so I can learn more about you too.