

LEYLA SANDERS

BRAND MARKETING • CONTENT CREATION • DIGITAL MARKETING

South Orange, NJ | (813) 683-0176 | sanderle@shu.edu | linkedin.com/in/lsanders44 | leylasandersportfolio.com

PROFESSIONAL SUMMARY

Marketing and Management student and Division I student-athlete at Seton Hall University with hands-on experience in digital marketing, social media, content creation, customer experience, and brand communications. Experienced in developing social media campaigns, analyzing audience and customer insights, creating branded content, and supporting event promotion. Creative, organized, and collaborative with a strong interest in using strategic thinking and storytelling to create meaningful connections between brands and their audiences.

EDUCATION

SETON HALL UNIVERSITY, B.S. Marketing & Management, GPA: 3.72

Expected May 2028

RELEVANT EXPERIENCE

THE LIVE FOR 6 FOUNDATION *Social Media & Digital Marketing Intern*

May 2026–Present

- Develop social media campaigns and digital content to promote the foundation's mission, fundraising initiatives, sponsors, and annual Charity Golf Classic.
- Write social media copy and plan content across Instagram, Facebook, and TikTok while maintaining a consistent brand voice and identity.
- Create event promotions, sponsor features, branded graphics, and short-form video content using Canva and CapCut.
- Research social media and content trends and analyze engagement to identify effective formats and inform future content decisions.

CHUBB *PRS Customer Experience (CX) Marketing Intern*

Jun 2026–July 2026

- Supported customer experience and marketing initiatives through research, data analysis, content development, and cross-functional collaboration.
- Analyzed customer behavior, digital journey insights, and business data to identify opportunities and support marketing decisions.
- Created and updated branded marketing materials using Adobe Express while maintaining established brand standards.
- Organized marketing collateral and digital resources to improve accessibility and efficiency across the team.

TIKTOK CONTENT CREATION *Content Creator*

Ongoing

- Conceptualize, film, edit, and publish short-form content for a personal TikTok account focused on the Division I student-athlete experience, adapting content to platform trends and audience interests.
- Analyze content performance and engagement metrics to identify successful formats and inform future content strategy.

ATHLETICS & LEADERSHIP

Division I Women's Soccer | Seton Hall University

Compete as a Division I student-athlete while balancing academics, internships, training, travel, and competition. Commit 20+ hours weekly to team responsibilities, demonstrating time management, accountability, teamwork, adaptability, and the ability to perform under pressure.

MARKETING SKILLS & TOOLS

Marketing & Communications: Digital Marketing • Social Media Marketing • Content Strategy • Brand Storytelling • Market Research • Audience Insights • Copywriting • Event Promotion

Tools: Microsoft Excel • PowerPoint • Word • Outlook • Canva • Adobe Express • CapCut • Google Workspace • Instagram • TikTok • Facebook • LinkedIn

Analytics & Creative: Performance Analysis • Customer Insights • Short-Form Video • Graphic Design • Content Creation