

LEILA ROKER

JOURNALIST - WRITER - PR - CONTENT CREATOR

WORK EXPERIENCE

TODAY.COM

Article Contributor

May 2020-Present

Freelance writer for the lifestyle website

Today.com, focusing on health, culture, trends and diversity.

PUBLICIS LUXE, PARIS, FRANCE

Brand Content Designer Intern

Jan 2021 – Jun 2021

Planned campaign activation strategies for luxury brands as well as copywriting for social media, CRM and zonings.

WWD, PARIS, FRANCE

Summer Intern & Freelance Writer

May 2019-July 2019

Freelanced a WWD article on Sotheby's Paris' auctioning of French artists', Les Lalanne's, collection. Transcribed tapes for reporters during Paris Fashion Week, both Men's and Haute Couture. Analyzed archives for profiles and market trends. Accompanied reporters to press releases and fashion shows.

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 four 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

Delivered outfits for magazine shoots.

Was responsible for helping recruit and manage guest list for Paper Magazine Collaborated Events.

TODAY SHOW, NEW YORK, NY

Social Media Correspondent & Production Manager
Aug 2015– Aug 2015

Production Assistant for Today Show and Travel Channel's collaboration for the series '50/50'.

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

L'ORÉAL, NEW YORK, NY


Intern
Jul 2015 – Jul 2015

Recorded data for product updates, shipped products to personal clients, and organized statistics.

CONTACT ME

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SKILLS

Native English Speaker

Proficient in French

Comfortable in Photoshop & Premiere Pro

EDUCATION

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

Journalism Major, Fine Arts Minor
May 2021

LAGUARDIA HIGH SCHOOL, NEW YORK, NY

High School & Drama Diploma
June 2017

ACCOMPLISHMENTS

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](#).

Created a 40% interaction increase across all social media platforms while managing It's On Us' social media in 2018

HOBBIES

Writing

Reading

Avid Fashion Consumer