



Layla Murrhiy

SOCIAL MEDIA MANAGEMENT
| COMMUNITY MANAGER

📍 London, UK

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Languages

English

About

A 23-year-old Aussie with dual citizenship in the United Kingdom - based in London! I am always looking to try something new - whether it's a place, an activity or a delicious meal. In my downtime, I can be found browsing through my local book store. A cat person at heart, I shamelessly keep up with pop culture news and love a good Sunday morning market. I pride myself on being a calm, confident and inclusive person, who values organisation, hard work and collaboration.

BRANDS WORKED WITH

Born Social

Circus Media Co

Experience



● Account Manager

Born Social | Oct 2021 - Feb 2023

Manage a wide range of client accounts by planning, scheduling, and reviewing social media content.
Work collaboratively to plan, develop and implement social media strategy specific to a client account.
Manage client photoshoots including planning, budgeting, and overseeing the shoot on the day.
Lead influencer marketing campaigns by researching and identifying key influencers and managing these relationships on behalf of my clients.
Research, create, and oversee paid social media campaigns for clients.
Monitor and provide engagement across all social media platforms of clients.
Assist in quoting and acquiring new clients to build Born Social's clientele.
Assist in the creation of graphics & artwork for clients.



● Content and Community Manager

Circus Media Co | Nov 2020 - Oct 2021

Manage a diverse portfolio of client accounts, including building a rapport with assigned clients and maintaining consistent communication.
Managing client's organic social media, including developing, planning and scheduling content, and reviewing analytics.
Develop and pitch media releases for clients.
Development and execution of email-direct marketing, including content creation and copywriting, basic website updates, and blog writing.

Education & Training

2018 - 2019

● BOND UNIVERSITY

Bachelor of Arts in Communication,

2020

● Social Media College

Social Media Marketing Intensive Course,