

# Layla Loots

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## Marketing Manager

With a deep passion for my work, I welcome new challenges with enthusiasm and dedication. I take pride in cultivating a culture of continuous learning, where I see successes and failures as integral to success and growth. Recognising the importance of continuous learning, I see knowledge as the key to achieving my goals. Coupled with a collaborative mindset and adaptability, I thrive in dynamic environments.

## Expertise

**ADOBE:** InDesign | Illustrator | Photoshop | After Effects | Lightroom  
**CODING:** HTML5, CSS, JavaScript  
**CRM:** Netsuite  
**E-COMMERCE:** Shopify  
**EMAIL:** MailChimp | Klavyio  
**GOOGLE:** Search Ads | Analytics  
**MICROSOFT:** Office | Word | Powerpoint | Excel  
**SOCIAL:** Meta Business Suite | Hootsuite  
**WEBSITE:** Wix | Wordpress | Silver Stripe

## Education

### Web Development Certificate

SheCodes  
2021 - 2022

### BA Honours in Strategic Brand Communications

Vega School of Brand Leadership  
2016 - 2017

### BA in Creative Brand Communications

Vega School of Brand Leadership  
2013 - 2015

## Relevant Skills

Accountable  
Action- and Goal-Orientated  
Creative Problem Solver  
Fast Learner  
Versatile

## Experience cont.

**Junior Digital Strategist** | Oct '18 - Mar '19  
Sprout Performance

**Media Analyst & Strategist** | Aug '17 - Sep '18  
JCDecaux Africa

**Account Executive** | Jun '16 - Jul '17  
HiCare World Advertising

**Graphic Design** | Internship Jan '16 - May '16  
Black Khaki Communications

Mar '21 - Current

Remote NZ

### Marketing Manager

*Synty Studios*

Generated over USD\$270,000 in revenue with a marketing budget of NZD\$30,000, resulting in an impressive return on ad spend of 8.63:1, over a 3-week period.

- Executed dynamic marketing strategies for increased brand visibility and sales growth.
- Analysed data to inform marketing decisions and assessed campaign effectiveness.
- Cultivated key affiliate partnerships for mutual benefit.
- Led and mentored a successful marketing team.

Feb '21 - Feb '22

Wellington, NZ

### Content Executive

*Institute of Directors | Fixed Term*

Led the creation and implementation of an effective email and social media strategy, resulting in a significant boost in engagement and conversions.

- Brand management expert ensuring consistent representation.
- Proficient in design, email marketing, and successful content creation.
- Skilled in analyzing digital statistics for actionable insights.
- Experienced in effective team collaboration and social media strategy.
- Website management expertise, including landing page creation and content updates.

Nov '19 - May '21

Wellington, NZ

### National Marketing Executive | Internal Promotion

*Rydges, QT, Juicy Snooze & Atura New Zealand*

Created and executed successful 'Your Housewarming' event at Rydges Formosa Golf Resort with over 400 attendees, 200 newsletter signups and earned media coverage.

### Marketing Executive

*Rydges Wellington and Portlander Restaurant*

Developed and launched a new product offering for Portlander, which achieved tremendous success and reached maximum capacity bookings. Through this innovative offering, we increased pricing, heightened brand awareness and revenue.