

# Lyla Evans

Cleveland, OH

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## EDUCATION

### **Drew University | Madison, NJ (Aug 2016 - May 2020)**

#### ***BA, Media, and Communications, minors in Film and Arts Administration***

- Involvements: Cum Laude, Social Media Manager for First-Gen Student Affinity Group, NYC Semester on Media, Art of Respect Fellowship for short film RepresentASIAN, Drew University Theatre and Dance Department

## EXPERIENCE

### ***Production Manager | Real Estate Production Network - New York, NY (May 2020 - Feb 2021)***

- Shot and edited real estate photos, videos, 3d tours, virtual staging, and managed the social media presence
- Ensured fluidity of content production by scheduling shoots, handling digital databases, booking travel, creating expense reports, and acting as a communications liaison between shooters and clients

### ***Event Manager | The Village Play Cafe - Chatham, NJ (Aug 2018 - Feb 2021)***

- Planned and oversaw all event operations by training staff, handling communications with external vendors, scheduling and creating invoices/tracking payments

### ***Video Intern | Gilda's Club New York City - New York, NY (Jan 2020 - Dec 2020)***

- Shot and edited the company's educational lecture series for individuals living with cancer
- Designed video marketing projects for social media and email campaigning to increase digital engagement

### ***Marketing/Admin. Intern | South Orange Performing Arts Center - South Orange, NJ (Feb 2019 - Apr 2019)***

- Worked with the marketing department composing and editing copy for event listings.
- Brainstormed membership benefits for current donors in collaboration with the Member Services department.

### ***Administrative Assistant | Performers Theatre Workshop - Maplewood, NJ (Aug 2017 - May 2018)***

- Supervised day to day front office operations by checking in guests, reconciling customer invoices, ordering supplies, assisting in classes, handling phone/email communications, and helping on event days

### ***Digital Media Assistant | Kent International - Parsippany, NJ (June 2014 - Aug 2017)***

- Utilized content management to perform data entry, reconciliation, and research for all digital media files
- Created a modern company website by editing product descriptions, photos, and videos

## SKILLS

- Technical: Adobe Suite, Microsoft Office Suite, Google Suite, WordPress, YouTube, TikTok, Twitter, Instagram, Facebook, Snapchat
- Concepts: Video Production, Administrative Support, Customer Service, Event Management, Blogging, Graphic Design, Photography