

Leila Alvarado

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Education

Mississippi State University

BBA in Integrated Digital Marketing.Film Studies Minor Honors student. GPA 3.72

Starkville, MS

Expected May 2028

Experience

Ulta Beauty

Beauty Advisor

Starkville, MS

July 2025 – Present

- Regularly maintained and organized merchandising of product on the floor
- Connected with guests and recommended product based on their needs and interests
- Managing opening and closing activities, including bookkeeping, inventory counts, and BOPIS audit

Mississippi State University Office of Public Affairs

Videographer & Social Media Specialist Student Worker

Starkville, MS

October 2024 – Present

- Created and produced professional social media content for MSU, increasing engagement across platforms
- Generated over 3M+ and over 50K+ likes on Instagram and Facebook using high-quality video and editing tools

Great Oaks Rehabilitation and Healthcare Center

Certified Nursing Assistant

Byhalia, MS

May 2024 – Present

- Provided compassionate and efficient care to elderly residents, aiding with daily living activities

ATC Fitness

ATC Fitness Associate

Collierville, TN

October 2023 – December 2023

- Provided exceptional customer service by greeting gym members and assisting with equipment and inquiries
- Maintained cleanliness throughout the gym facility, including gym sanitization & restocking of supplies

Campus & Community Involvement

Mississippi State University Fashion Board

Etre Magazine Marketing Member & Marketing Subcommittee Member

Starkville, MS

September 2025 – Present

- Photograph and film fashion shows while coordinating with models, vendors, and makeup crew
- Develop promotional content for the magazine to highlight photoshoot themes

American Marketing Association at Mississippi State University

Vice President of Communications

Starkville, MS

February 2025– Present

- Create photo and video brand guidelines and content generating 50K+ views to promote events and brand image
- 2025 MSU American Marketing Association Social Media Competition Winner

Mississippi State University Student Association

Freshman Reach Director of Marketing Pod

Starkville, MS

September 2024 – Present

- Create and edit video content generating over 50K+ views to drive student engagement on Instagram
- Mentor students in leadership and personal branding while collaborating across teams
- 2025 Homecoming T-Shirt Design Winner

Mississippi State University Cybersecurity Club

Social Media Manager

Starkville, MS

September 2024 – December 2024

- Created and managed social media content and graphics to promote cybersecurity events and increase engagement
- Captured and edited event photos to highlight the club's activities and build its online presence

Technical Skills: Proficient in Adobe Premiere Pro, Adobe Photoshop, Final Cut Pro, & CapCut

Languages: Fluent in Spanish & English