

Leya Skaria

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EDUCATION

University at Buffalo, The State University of New York

Bachelor of Science in Business Administration

Concentrations: Marketing and Data Analytics | Minor: Communication | Honors: Dean's List, Pride of New York Scholarship GPA: 3.6/4.0

Buffalo, NY

Expected May 2028

MARKETING INTERNSHIP EXPERIENCE

Digital Marketing & Brand Strategy Intern

Trusted Talent | Sophomore Externship Experience

Buffalo, NY

June 2026 - July 2026

- Increased short-form content output by 60% by building and managing a multiweek editorial calendar and producing 20+ Reels, translating healthcare recruiting topics into engaging content for professionals and prospective candidates.
- Expanded brand reach across 2 major activations by supporting campaign promotion, attendee engagement, and real-time social coverage for the AANA Happy Hour and 716 Community Day, strengthening event visibility across digital channels.
- Identified 15+ SEO and content opportunities through an AI-assisted digital audit, competitor research, and performance analysis, while gaining hands-on exposure to HubSpot and Salesforce for marketing and CRM workflows.

Brand Content & Media Production Intern

BeLeadership by Dawn Christian

New York, NY

July 2026 - August 2026

- Supported the launch of LeadStill from concept to market by scripting, storyboarding, and producing 10+ original media assets, transforming executive leadership concepts into polished content for professional and leadership-focused audiences.
- Produced and edited 15+ short-form videos in CapCut by transforming leadership insights into concise, platform-ready narratives, helping establish a consistent creative direction and recognizable visual identity throughout the launch.
- Conducted 10+ leader interviews and research conversations, translating recurring audience insights into 20+ content concepts, messaging themes, and thought-leadership ideas used to strengthen positioning and guide future creative development.

MARKETING JOB EXPERIENCE

Marketing & Outreach Coordinator

University at Buffalo Student Association

Buffalo, NY

August 2026 - Present

- Support campus-wide marketing reaching 30,000+ students by promoting programs, resources, organizations, and events through digital content, physical marketing materials, and high-traffic outreach initiatives across the university community.
- Partner with 30+ student organizations to increase event visibility by advising student leaders on promotional strategy, marketing resources, messaging, and audience engagement tactics tailored to their individual organizations and campus events.
- Execute 40+ digital and on-campus activations per semester by coordinating social media promotion, flyer distribution, tabling, and student-network outreach to increase awareness and drive participation in Student Association programming.

Marketing Director, Brand & Growth

One Auris

New York, NY

July 2026 - Present

- Built the startup's marketing foundation from the ground up by establishing brand voice, visual direction, content pillars, and a 12 week cross-platform strategy designed to create consistent positioning across digital and customer-facing channels.
- Tripled content output by creating 30+ campaign and social assets and implementing structured editorial calendars across LinkedIn, X, and additional digital channels, improving consistency and strengthening the startup's overall brand presence.
- Supported acquisition of 10+ high-value clients by developing brand campaigns, sales enablement assets, and conversion-focused messaging that translated the startup's value proposition into clear materials supporting customer growth efforts.

Social Media Coordinator

University at Buffalo Intramural Sports

Buffalo, NY

August 2026 - Present

- Expand intramural sports visibility to thousands of UB students by leading social media strategy and developing trend-driven campaigns that promote leagues, registration periods, and campus recreation events.
- Produce 10+ Reels, graphics, and promotional assets each month by translating program priorities into student-focused creative, increasing content consistency and strengthening awareness across social channels.
- Optimize 3+ recurring content formats using engagement and audience insights by evaluating campaign performance, identifying high-performing creative trends, and refining messaging to drive stronger student interest and participation.

UNIVERSITY LEADERSHIP

Marketing Director

Forge | University at Buffalo

Buffalo, NY

August 2025 - Present

- Increased digital engagement 45% through campaigns and partnerships with Red Bull Basement, 43North, and TechBuffalo.
- Lead 10+ marketing campaigns, directing strategy, design, video, and promotion for one of UB's largest innovation clubs.

CERTIFICATIONS

Google Analytics Certification (GA4), Google, 2026 | AI Literacy, IBM, 2026 |

SKILLS AND INTERESTS

Marketing: Brand Strategy, Social Media Strategy, Content Creation, Campaign Strategy, SEO, CRM, Marketing Analytics, Event Marketing, Competitive Research, Content Strategy, Audience Engagement, Brand Positioning, Social Media Analytics, Marketing Research

Tools: Google Analytics 4, HubSpot, Salesforce, Hootsuite, Adobe Creative Cloud, Canva, CapCut, Microsoft Office Suite

Creative: Short-Form Video, Graphic Design, Copywriting, Scriptwriting, Content Production, UX/UI Design

Interests: Music, Beauty, Fashion, Cosmetics, Photography, Violin, Badminton, Travel, Album Collecting