

# KILEY LEFF

## CONTACT

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## EDUCATION

### THE NEW SCHOOL

Liberal Arts - 4.0 GPA

- Double major in Creative Entrepreneurship + Non-Fiction Literature
- Four times Dean's List acknowledgment
- Part-time Harvard Business School Online CoRE Student

## ACHIEVEMENTS

- Named 22 Under 22 Most Inspirational College Students of 2018 by Her Campus Media
- Nominated for the 2019 Best Lifestyle Webby award
- Winner of NYU's 2019 Entrepreneurship Fair
- Featured in Undergrads to Watch by New School News for women in tech entrepreneurship

## KEY SKILLS

- Master at Figma design + prototyping
- Quick writing, research, and editing skills on timely topics
- Fluent with Photoshop, Pages, and Cloud
- Savvy with Google services including forms, drive, and slides
- Able to quickly adapt to social media trends and accurately predict "the next big thing"

## GEN Z EXPERT | CREATIVE STRATEGIST PRODUCT MANAGER

Innovative thinker with five years of creative experience specializing in Gen Z culture + trends, out of the box problem solving, and development of consumer applications.

## PROFESSIONAL EXPERIENCE

### LEAD PRODUCT MANAGER + CREATIVE STRATEGIST

REPLAY | May 2020 - Present

- Managed creative product development to appeal to a Gen Z audience and secured large-scale funding by implementing creative pitch strategies and innovative in-app features.
- Communicated as the liaison between the design team, technical team, and executive board to ensure linear product visions were executed perfectly.

### CO-FOUNDER + MANAGING DIRECTOR

OUTRO | August 2017 - Present

- Created a strategic algorithm able to predict safety trends at bars and clubs for women, LGBTQ+ women, and people of color, for global audiences.
- Managed partnerships with companies including Red Bull, The Trevor Project, Insomnia Cookies, MATTE Projects, and Gem and Bolt.

### ACCOUNTS TEAM

MATTE PROJECTS | May 2019 - August 2019

- Kept ahead of cultural trends to fit the branding goals of Gen Z.
- Spearheaded creative "pulls" to properly generate the correct vibe desired for creative projects specific to each client.

### CREATIVE STRATEGIST + EVENT LEAD

NOISE PRIDE EVENT | May 2019 - June 2019

- Organized a 100+ person pride event from start to finish. Wrote all press briefs, event recaps, event propositions, and all text for event related PR.
- Coordinated a major media campaign and rigorously organized logistics to attract positive influencer attention and posts.

## PUBLISHED WORK

### CONTRIBUTING AUTHOR

THE INDEPENDENT | OCT 31, 2019

"One Halloween In New York, I was the Monster"