

# Lila Faria

Seattle, WA | lila.f.faria@gmail.com | lilafariaconsulting.com | she, her, hers

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## Professional Experience

### Community Strategist and Digital Marketing Consultant

June 2022 - present

- Digital marketing jack-of-all-trades. Specializes in community marketing, social media management, event organizing and program development.

### Lila Faria Consulting

Remote (Seattle, WA)

### Community/Marketing Manager

December 2021 - June 2022

- Developed the first-ever branded community for a startup offering asset management and collaboration tools for game developers. Included launching a branded community advocacy program, interviewing relevant stakeholders and influencers, managing company-wide deadlines, and more. Utilized Twitter and Discord Analytics to report impact of community engagement. Increased community membership by 300+% over a six-month period.
- Collaborated with an array of internal and external teams and stakeholders. Coached employees through a 4-hour-long community development workshop and oversaw ongoing marketing and social media initiatives.

### mudstack

Remote (Atlanta, GA)

### Global Chapter Digital Community Manager and Social Media Coordinator

November 2020 - December 2021

- Developed and executed the third iteration of Singularity Group's Chapter Program. This included developing playbooks, training materials and roadmaps; driving host success through Global Ambassador feedback sessions, interviews and UXR; working with relevant stakeholders to help uncover challenges and enthusiasm for the community; using data and insights to report on the impact of community engagement, and more.
- Initially responsible for content creation and dissemination, but quickly worked my way up to managing over 270 organizers. Responsible for ongoing engagement of 75 Chapter communities in 35 countries.

### Singularity Group

Remote (Santa Clara, CA)

### XR/VR Program Specialist

May 2020 - April 2021 (contract)

- Used VR/XR technology (Virbela, AltSpaceVR, etc.) to run community events for BC's XR Lab.
- Additional educational environment consultation and collaboration with leaders in the VR/XR, non-profit and education sectors, including RISE, Virbela, CHEX and Circuit Stream.

### Bellevue College

Remote (Bellevue, WA)

## Additional Projects

### Founder, Social Dance Instructor and Community Leader

January 2018 - present

- Teaches and assists with community development, marketing and operations for nine local and national-level dance programs, including Alibi Blues, Savoy's Blues Underground (BUG) and the three-day-long Emerald City Blues Festival. Events have had as many as 300 attendees.
- Co-runs social media marketing for What the Blues. This includes running Instagram, Facebook Groups/Pages, occasional email campaigns, and various community-based networking activities, as well as working closely with Meta Business Suite.
- Piloted social media marketing for BUG. This included running BUG's Facebook, Instagram, and MailChimp Marketing Campaigns, distributed to over 500 subscribers each week.
- Developed and ran Seattle Blues Monthly Newsletter, Seattle's one-stop spot for information on the local Blues scene.

### Lila Faria Dance

Seattle, WA

### Community Builders Fellow

September 2021 - December 2022

- Selected to join On Deck's second cohort of global community leaders.

### On Deck

Remote (San Francisco, CA)

## Education and Training

### Certified Digital Marketing Associate

Recognizes certificants as skilled digital marketers, capable of building marketing strategies from scratch.

### Digital Marketing Institute

### Facebook Certified Community Manager Certification

Demonstrates foundational proficiency in community-building strategies and knowledge of the skills and tools needed to lead, moderate and engage online communities.

### Meta

### Bachelor of Arts

Concentration in Alternative Educational Environments. Honors Scholar, GPA 3.6.

### New York University (Gallatin School)