

Leilani Morell  
New York, New York  
(845) 544-5005

EDUCATIONAL BACKGROUND:

| Degree | Year | University                          | Major  |
|--------|------|-------------------------------------|--|
| B.S.   | 2014 | SUNY Buffalo State College          | Fashion Merchandising - Transfer   |
| B.S.   | 2025 | New York City College of Technology | Business of Fashion  |
|        |      | Module Emphasis:                    | <i>Contemporary Luxury Markets</i><br><i>Global Retailing</i><br><i>Omni-Channel</i> |

CERTIFICATIONS:

Title IX Sexual Harassment, Gender-Based Harassment and Sexual Violence Student Online Training, September 03, 2024, New York City College of Technology

EXPERIENCE:

*Content Specialist*

High Yoga - New York July 2024 to August 2024

Developed engaging content to increase brand awareness.

Align content with the company's strategic objectives and ensure the successful execution of ongoing events.

*Brand Spokesperson*

UNITED NYC - New York June 2024

Enhanced brand recognition and expanded clientele base.

Event planning for the Dr. Midtown Event

Upselling Products

*Cannabis Retail Associate*

My Happy Weed - New York July 2023 to August 2023

Assist Clients in selecting cannabis strains tailored to their specific needs and preferences.

Providing comprehensive answers to questions about various strains, products, consumption methods, and regulations, ensuring customers are well-informed

*Personal Experience Agent*

Capsule Pharmacy - New York

August 2021 to June 2023

Resolve all patient inquiries under company guidelines. (time, phrasing, and efficiency)

Connect providers and pharmacies across multiple facilities to proper personnel to verify all retrievals and transfers for prescriptions.

Handle insurance processing for all non-controlled prescriptions (including; early refills, extended travel fills, therapy changes, etc.).

Winston Staffing Resources - New York

April 2020 to June 2021

*Administrative Support*

Montefiore Centennial Women's Center Obstetrics and Gynecology June 2021 to August 2021

Assisting with Administrative support throughout the office.

Supporting call center with scheduling and directing calls.

Managing wait-listed patients and scheduling patients for visits.

Organizing and directing voicemails to the proper departments and staff

*Human Resources Assistant*

Winston Resources Compliance Human Resources Department

April 2021 to May 2021

Extensive knowledge resources, compliance training, and recruitment candidate process.

Reading resumes, conducting prescreens, and verifying education.

Verifying and Contacting candidate references for possible assignments.

Ensuring all proper documentation and identification are submitted and processed before temporary job placement/assignment.

Helping improve the operational efficiency of the hiring process for recruiters and candidates.

*COVID-19 Vaccination Administrative Support*

Kingsbrook Jewish Medical Center

February 2021 -

March 2021

Registering a Multitude of Patients for the Moderna vaccine on the hospital's medical records system and New York State Vaccination record website.

Scheduling hundreds of patients for vaccination appointment slots and collecting all demographic information.

Secured all registration equipment before leaving the testing site.

*COVID-19 Testing and Vaccination: Registration and Navigation Unit*

New York City Health and Hospital

April 2020 - February 2021

Registering numerous patients in multiple locations, and processing insurance verifications for on average about 100 patients daily.

Ensuring all proper documentation and identification is submitted, signed, and processed before testing.

Navigating patients through testing facilities and clinics.

Extensive knowledge of different forms of testing and types of vaccinations for COVID-19.

INTERNSHIP:

Precious Prerolls - New Jersey, New York

Current

Assist Clients in selecting cannabis strains tailored to their specific needs and preferences.

Providing comprehensive answers to questions about various strains, products, consumption methods, and regulations, ensuring customers are well-informed.

PROFESSIONAL DEVELOPMENT:

Backstage: An Unfurling of the JPC | Beauty & Fashion

November 14th, 2024

Johnson Publishing Company

Attending the online seminar on the Johnson Publishing Company (JPC) Archive provided me with deep insights into the role of visual media has in shaping cultural representation and brand identity, especially within Black beauty and fashion. The seminar, led by archivists and historians, highlighted how JPC's Ebony and JET magazines used storytelling and photography to elevate beauty standards and trends specifically for Black audiences. I learned that the Johnson Publishing Company's approach to capturing icons like Lena Horne and models like Pat Cleveland emphasizing authenticity and cultural relevance, which is crucial in reaching and engaging diverse audiences. The speakers emphasized the impact of historical context in marketing, showing how Johnson Publishing Company's blend of African American fashion trends in a euro centric market and how its niche strengthened the brand's cultural influence and created foundations for other creatives. This understanding deepened my appreciation of inclusive representation as a driving force in brand loyalty and cultural connection. I also gained insights into how strategic partnerships help preserve the Johnson Publishing Company Archive, creating lasting value for brand legacies. Overall, the seminar enriched my approach to marketing by underscoring the importance of historical awareness, authenticity, and inclusivity in campaign development.

Science and the Art of Design Thinking, Led by Anbu Rathinavel  
New York City College of Technology

September 13th, 2024

I attended a Design and Innovative Thinking Dialogue seminar led by Dr. Anbu Rathinavel, Chief Design Officer at Intellect Design Arena Ltd, where I explored the application of the innovative thinking in a professional settings. This seminar, held at New Work College of Technology, offered insights into the potential for integrating design thinking into a business context. In interactive discussions with Dr. Rathinavel and other College Staff, I gained a deeper understanding of how design thinking fosters innovative solutions through a human-centered approach. I learned how to apply this framework to address critical issues such as environmental responsibility, sustainability, ethics, crucial on-hand training gaps, and weakness and oppourtunities with the cirriculum; this issues heavily impact today's market. This exposure strengthened my problem-solving skills and enhanced my strategic thinking by teaching me to analyze challenges from a multi-dimensional perspective. I also recognized the value of collaboration in driving creative and impactful solutions, a lesson that is invaluable in a marketing career. Ultimately, this experience equipped me with a forward-thinking mindset to approach complex marketing challenges with adaptability and purpose.

Brand Ambassador

March 2024 - Current

Work N Roll - @worknroll.nyc

I assist in this program by leveraging social media platforms to generate buzz and attract audiences to upcoming events. My role involves crafting visually compelling content that encapsulates the essence of each event and venue, designed to captivate and engage potential clients. I utilize influencer and collaborative marketing strategies, partnering with organic content creators to expand our reach and enhance event visibility. Additionally, I develop creative incentive ideas for affiliates, designed to motivate and encourage potential clients to attend our events, thereby increasing attendance and ensuring successful outcomes.

Girls Just Wanna Have Funds - Finance Seminar at Work N Roll

March 2024

Empowering and educational day where women entrepreneurs can establish their foundation and fundraising knowledge.

**SOCIAL MEDIA AND COMPUTER TECHNOLOGY:**

Research Databases

Instagram - Visual Merchandising

(Including other social platform included: Facebook, X, Tiktok & Linkedin)

Canva

Microsoft Office (all software)

Chat GPT

Google Workspace (Doc, Slide, Sheets, etc)