LILA DEEB

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EDUCATION

The University of Texas at Austin May 2027
Master of Science, Marketing Analytics, McCombs School of Business
- Coursework: Marketing Analytics, AI for Marketing, Experimental Design, Applied AI for Data Analysis

The University of Texas at Austin, Austin, TX May 2026
Bachelor of Arts, Sociology, GPA: 3.95
- Minor in Spanish
- Honors: 2025, 2026 Distinguished College Scholar, Magna Cum Laude Dean's Honor List

EXPERIENCE

McCombs Behavioral Science Laboratory – Austin, TX
Undergraduate Research Assistant September 2025 – May 2026
- Collaborated with doctoral students to simplify over 10 behavioral study protocols and experimental designs, leading to improvements in research execution efficiency in lab
- Developed comprehensive operational guidebooks for lab studies bi-weekly, ensuring consistency and improving data quality across multiple research projects

Arc of The Capital Area – Austin, TX
Data And Analytics Intern May 2025 - August 2025
- Utilized Excel Pivot Tables to analyze survey data to better communicate The Arc's efficiency, enabling the organization to secure or retain key grant donor funding
- Designed and implemented a new metric guide for internal organizational reporting and external impact reports, directly strengthening donor trust and securing critical grant funding
- Collaborated with leadership weekly to maintain metrics aligned with each program's goals and activities

Business And Development Intern January 2025 - May 2025
- Proposed qualitative and quantitative donor research project to inform a revised and segmented donor outreach and stewardship strategy to boost retention rates
- Designed and deployed strategic segmented email marketing and cold-calling campaigns, directly resulting in over 50 donations for annual gala
- Tracked donor interactions and donations daily in the Bloomerang database to ensure 100% data accuracy, high-quality donor relationships, and retention

PROJECTS

Lucchese Case Competition Marketing Strategy October 2026
- Co-developed and pitched a second-place strategy at the Texas McCombs Marketing Conference that expands Lucchese into Western luxury home furniture. The plan was backed by market research, a go-to-market plan, and a Year 1 pilot projecting $2.26 M in retail sales at a 4.1x return on marketing spend.
- Sized the opportunity with a TAM/SAM/SOM framework, narrowing a $6.55B U.S. luxury furniture market to a $655M Western luxury segment.
- Led primary and secondary research on willingness to pay and the competitive landscape, which informed our pricing recommendations and positioning against luxury furniture competitors.

Toast Field Value Assessment November 2025
- Conducted semi-structured interviews with 5 restaurant managers and utilized the insights to build a buyer persona and five-stage customer journey map for Toast’s U.S. full-service restaurant segment.
- Turned insights into a B2B sales toolkit that consisted of a messaging grid with six hooks, channels, and metrics, a one-page marketing slick, and warm and cold email lead templates.

ADDITIONAL INFORMATION

Technical Skills: Proficient in RStudio, Tableau, SQL, Python, Microsoft Word, Excel, PowerPoint
Languages: Proficient in Spanish (both written and spoken)