



Leila Frankina

Experience

Sports Intern, Syracuse.com

Syracuse, NY, January 2025 – May 2025

- Wrote 2-3 articles weekly on SU Men's Lacrosse, Syracuse Crunch, NCAA March Madness, SU Men's Basketball, the Super Bowl, Buffalo Bills, SU Football and more
- Attended weekly media availabilities, home games & post-game press conferences for SU Men's Lacrosse
- Collaborated with sports writers & editors in-office

Content Writer, Y-D Red Sox (CCBL)

Yarmouth, MA, June – August 2024

- Wrote game recap & feature articles after each game
- Interviewed players, coaches & staff on the field
- Hosted and spoke on the pre & postgame broadcast show
- Researched & analyzed stats with MLB Research Tool

Editorial Intern, Fast Company

New York, NY, January – May 2024

- Wrote 2-3 articles weekly on business, tech, design and more
- Interviewed industry experts & attended biweekly internal pitch meetings
- Worked on the back page for two print magazine issues
- Scheduled daily Instagram posts & wrote captions
- Prepared & spoke on Most Innovative Companies podcast

Digital Producer, The NewsHouse

Syracuse, NY, January 2025 – May 2025

- Wrote articles for the sports & entertainment sections
- Worked on Orange Pulse team writing & editing articles as well as crafting data visualizations based on student survey data we collected
- Put together traffic analytics reports for the website

Editor at Large, The Good Life Magazine

Syracuse, NY, January 2023 – June 2024

- Oversaw team of 12 writers, 6 editors & 6 graphic designers
- Assigned pitches to writers & edited lifestyle articles
- Created biannual print & digital magazine using InDesign

Account Intern, Good Apple

Remote, June – August 2023

- Participated in daily client & internal team status calls
- Pulled reports from DCM Campaign Manager
- Engaged in budget pacing on Excel
- Collaborated on Google Slides & PowerPoint decks

Education

Syracuse University - May 2025

S.I. Newhouse School of Public Communications

B.S. Magazine, News, Digital Journalism

Minors: Sport Management, French & Francophone Studies

GPA: 3.8

Contact

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<https://www.leilafrankina.com/>

<https://www.linkedin.com/in/leilafrankina/>

Skills

Languages

French (Conversational)

Online Programs

HTML, CSS, Bootstrap, R & R Studio, WordPress, Arc XP, Forge CMS, Sublime Text, Slack, Zoom, DCM Campaign Manager, Airtable, Later.com, MLB Research Tool, Monday.com

Adobe Suites

Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe Premiere Pro, Adobe Acrobat

Microsoft Office

Microsoft Word, Microsoft Excel, Microsoft Powerpoint, Microsoft Outlook, Microsoft Teams, Microsoft OneNote

Google Workspace

Google Analytics, Google Trends, Google Docs, Google Sheets, Google Slides, Google Meet, Google Calendar, Gmail

Social Media Platforms

Instagram, X, Facebook, Pinterest, Snapchat, TikTok, Threads, Youtube

Activities

Women in Communications

September 2022 – Present

Filipino Student Association

September 2022 – Present

La Société Francophone

September 2021 – Present

Kappa Alpha Theta, Chi Chapter

March 2022 – Present

Newhouse Peer Advisor

August-December 2023