

Lillian Finley

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STRATEGIC COMMUNICATIONS SPECIALIST

Strategic communicator experience specializing in marketing communications, copywriting, social media and design.

WORK EXPERIENCE

Storyteller / Communications Aide **Mar 2023 - Present**
ASU Lodestar Center for Philanthropy and Nonprofit Innovation

- Draft original blog and news content in AP Style to increase website traffic
- Design logos and branding to accompany community programs

Marketing Specialist (Contract) **July 2022 - Present**
Island Grad (Nonprofit)

- Manage social media accounts leading to following increase of over 200% in two years
- Curate monthly email newsletter with a 60% average open rate
- Publicize and manage scholarship programs, supplying students with more than \$95,000 in scholarship funds

Editorial Intern **Jan 2023 - May 2023**
Destination I Do Magazine

- Drafted online blog content in AP style
- Created and published social media content on TikTok and Pinterest

ACADEMIC EXPERIENCE

Public Relations Specialist **Aug 2024 - Nov 2024**
Cronkite Agency

- Draft press releases and media advisories to publicize client events and programs
- Research trending blog topics and write SEO-driven content to increase website traffic
- Analyze metrics and develop actionable feedback to continue achieving client goals

EDUCATION

Bachelor of Arts (BA) — Journalism and Mass Communication
Walter Cronkite School of Journalism and Mass Communication, Arizona State University

- Emphasis in public relations and digital marketing
- Three-time Dean's List recipient

TECHNICAL SKILLS

Adobe Creative Suite, Meta Business Suite, Get Response, MuckRack, AP Style