

Lilly Liang

786.357.4985 mslillyliang@gmail.com
Anywhere in the USA linkedin.com/in/lilly-liang



Creative marketer with extensive experience working with government entities, non-profits, and businesses. Passion for building communities and storytelling. Highly fond of food, travel, and sunsets.

Skills

Practical

- Project Management
- Brand Strategy
- Social Media Management
- Graphic Design
- Copywriting
- Operations and Process Improvement

Technical

- Asana: Project and Task Management Platform
- Hootsuite: Social Media Scheduling Platform
- Hubspot: Marketing, Sales, and Customer Service Platform
- Photoshop
- InDesign
- Microsoft Office Suite
- Google Suite/Workspace

Education

B.A. in Management and Society
University of North Carolina at Chapel Hill

A.A. in Business Administration
Honors College at Miami-Dade

Work Experience

JULY '21 - PRESENT

REMOTE

Associate Brand Manager at Haven Creative Agency

- Support the creation of client's brand personas, brand story and brand pillars representing the voice of their ideal customer
- Conduct and analyze market research to identify trends and target consumer preferences to improve the client's marketing efforts
- Compile and design comprehensive branding guide for clients using Adobe Creative Suite

AUG '20 - JULY '21

REMOTE

Associate Project Manager at Haven Creative Agency

- Curates strategy and content for various towns and B2B clients each month, including digital publications, emails, and social media
- Plans effective project timelines and assists in executing deliverables for inbound and outboard marketing campaigns
- Facilitates our company's weekly team meetings to refine company processes and maintain accountability on business goals

JUN '19 - AUG '20

CHARLOTTE, NC

Content Marketing Specialist at Haven Creative Agency

- Reported monthly metrics for social media, optimizing performance and maintaining an increase of 50 followers each month
- Designed monthly publications for clients using Adobe Creative Cloud with an average of 30% open rates for emails

DEC '18 - JUN '19

CHARLOTTE, NC

Social Media Management + Photography Freelancer

- Supported clients to achieve a cohesive brand presence on social by providing social media management and/or photography
- Conducted prospecting calls with small business owners each week to set up meetings for new business
- Created Facebook Ads, managed clients' ad budget and reported on campaign success based on agreed upon metrics

MAY '18 - DEC '18

CHARLOTTE, NC

Account Representative at Performance Point

- Presented and promoted services to existing and prospective customers through cold calling and introductory meetings
- Developed business relationships with existing and prospective single-family custom builders in the Carolinas
- Researched the home builder industry to create engaging stories and multimedia content for the company's monthly blog