

# Lillian G. Barnes

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## SUMMARY

I am passionate about advertising strategies, marketing trends, graphic design, and journalism. I am intrigued by the ideas behind advertisements and building target audiences. Seeking a full-time position in digital ad planning and media buying.

## SKILLS

- Familiar with The Trade Desk, Google Ads, and Meta Ads Manager
- Proficient in Photoshop, Adobe Illustrator, and Excel
- Critical thinking and problem-solving abilities
- Leadership and teamwork skills
- Copywriting and journalistic skills
- Detail-oriented and organized

## EXPERIENCE

### Media Content Assistant, Virginia Tech School of Communication, August 2023-Current

- Write engaging journalistic stories for the School of Communication's social media and newsletter
- Follow story leads and conduct interviews
- Work alongside professors, staff, and other students

### Junior Strategist, Soundwave Digital, July 2023-Current

- Grew LinkedIn presence, increased page visits by 3000%, increased followers by 300%
- Assist in building RFP decks, perform office tasks, conduct market research

### Director of Marketing, Wake Aquatic Partners, August 2022-Current

- Create marketing plan including mailing campaigns and social media, set marketing goals, design graphics and wrote engaging copy, run data analytics and competitor analysis

### Cashier, Taste Unlimited, May 2022-January 2023

- Greeted customers, took and fulfilled orders, packed to-go orders, made smoothies and cookies, assisted the kitchen, served and bussed tables, organized inventory and stocked shelves

### Intern, Lewis Media Partners, May 2022-July 2022

- Researched marketing trends for clients and conducted general market research
- Attended corporate meetings and participated in client strategizing sessions
- Organized data and offered suggestions that were taken to final ad plans

## EDUCATION AND TRAINING

### High School Diploma

Collegiate School, Richmond, VA May 2020

- 2016-2020 Honor Roll

### Bachelor of Science

Virginia Polytechnic University, Blacksburg, VA

Pamplin School of Business | Marketing Major, Advertising Minor

Expected Graduation May 2024

- 3.83 GPA
- Dean's List: 2020-2023

## LEADERSHIP

- Chief Marketing Officer of Collegiate Women in Business Club at Virginia Tech
- Director of Public Relations for Virginia Tech's Make-A-Wish Club