

LILY SHIVE

Technical Skills

Adobe: Premiere Pro, Photoshop, InDesign, Procreate, XD
Social Media (Instagram, Tik Tok, Youtube, LinkedIn)
Microsoft Office Suite: Word, Powerpoint, Excel
Google Analytics Certification
PESO Certification

Education

Syracuse University
S.I. Newhouse School of Public Communications
Bachelor of Arts in Public Relations
Newhouse Leadership Scholar
Dean's List

Contact

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lshive200@gmail.com

Experience

Fresh Prints

Mar 2022 - Present

Campus Sales Manager

Spearhead sales of uniquely tailored custom merchandizing designs to organizations on and off campus while building lasting relationships

Communicate with clients and different departments within Fresh Prints to ensure timely deliveries and high quality products

Closed over \$50K in sales

203MG

May 2022 - Jan 2023

Social Media Manager

Design and implement social media strategy that aligns with business goals and target audiences

Daily management of social media for two accounts, create and publish content

J.D. Staron Galleries, L.L.C

May 2022 - Aug 2022

Email Campaign Manager

Design and create weekly email blasts for outreach through Mailchimp

Collaborate with members to create unique and fun copywrite and gifts via Adobe Photoshop

Alpha Chi Omega (AXO)

Dec 2021 - Dec 2022

VP PR & Marketing

Develop and execute a public relations and marketing plan to represent and grow the brand of AXO through social media platforms and on campus

Delegate responsibilities on social media platforms, setting a posting schedule for Instagram posts and stories, and implementing consistent media strategy

Create and publish graphics to represent AXO and to bring awareness to the brand and the philanthropy of Domestic Violence Awareness

Design and produce merchandise for members and others involved with organization

Baked Magazine

Sep 2021 - Nov 2022

Designer

Responsible for the visual layout of spreads for the print and digital copies of the Baked Magazine

Design spreads using Adobe InDesign to combine text, illustrations and photographs to captivate readers