

Contact

✉ lilypillsbury1998@gmail.com

☎ +1-207-400-6219

📍 Providence, RI

🌐 <https://lilypillsbury.com>

Education

Master of Science in
Professional Communications

Clark University
2020-2021

Bachelor of Arts in International
Development & Social Change

Clark University
2016-2020

Technical Skills

- WordPress Website Build
- Elementor Web Design
- Google Search Console
- Google Analytics 4
- Canva Pro
- Microsoft Office Suite
- Social Media Design
- Adobe Creative Suite
- Constant Contact
- MailChimp
- HootSuite
- Zoho CRM
- Content Management Systems
- Social Media Scheduling
- Meta Business Suite

Certifications

Content Marketing Certification

HubSpot Academy

Digital Marketing Certificate

HubSpot Academy

Google Analytics Qualification

Google Analytics

Lily Pillsbury

Social Media | Content Creation | Brand Management

Highly creative and successful professional with extensive experiencing driving brand awareness, engagement, and conversions through digital marketing campaigns. Well-versed in a diverse array of marketing tools and platforms, and skilled at maintaining brand consistency across platforms while creating engaging content that drives website traffic.

Relevant Work Experience

Boston Web Marketing | Boston, MA

Senior Account Manager & Supervisor — Aug 2022 - Present

SEO Specialist — Aug 2021 - Aug 2022

- Conceptualize and develop content tailored for diverse platforms, spanning landing pages, blogs, social media channels, and newsletters.
- Perform technical SEO audit to pinpoint and resolve issues concerning crawlability, indexing, and website speed.
- Manage a team of SEO representatives, ensuring work is completed effectively and efficiently.

Colette Phillips Communications | Boston, MA

Digital Marketing Coordinator — Mar 2021 - Aug 2021

Social Media Marketing Intern — Dec 2020 - Mar 2021

- Managed coordination, promotion, and execution of in-person and virtual events, including The Taste of Ethnic Boston.
- Produced visually captivating graphics, PowerPoints, infographics, and landing pages in support of marketing efforts.
- Drove content promotion and brand awareness through email marketing and social media advertising, increasing overall audience by 100%.

Colu Tech | Tel Aviv, Israel (Remote: Boston)

Digital Marketing and Design Intern — May 2020 - Aug 2020

- Design compelling and top-notch written and visual content for the blog, website, social media, and newsletters.
- Collaborated with marketing interns to devise and execute social media marketing strategy aimed at increasing online visibility.
- Wrote and optimized content for company blog to increase awareness.

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Other Experience

Lilac Vintage | Remote

Founder ————— Aug 2020 - Aug 2024

- Established an online clothing storage to encourage the younger generation to shop sustainable.
- Curated an audience of 250+ through social media promotion and paid advertising campaigns on Facebook.

The Jewish Advocate | Boston, MA

Journalism & Copywriting Intern ————— May 2019-Oct 2019

- Brainstormed topics for weekly stories, interviewed sources, and obtained data to generate well-informed news articles.
- Nurtured and cultivated connections with network of sources, specialists, and community members.
- Guaranteed the accuracy of stories as well as proper spelling and grammar by proofreading the newspaper before publication.