

# LILY PILLSBURY

Lilypillsbury1998@gmail.com | 207-400-6219 | [www.lilypillsbury.com](http://www.lilypillsbury.com)

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## ABOUT ME

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Creative and analytical digital marketing professional with 5+ years of experience driving brand awareness and engagement through social media, SEO, and content strategy. Proven ability to deliver measurable results, including 75% audience growth and significant organic traffic increases. Skilled in multi-channel campaigns, technical SEO, and team leadership with a strong foundation in data-driven strategy and creative execution.

## WORK EXPERIENCE

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Boston Web Marketing | Boston, MA

**Senior Account Manager** — Aug 2022 - Present

**SEO Specialist** — Aug 2021 - Aug 2022

- Lead SEO strategy and content development for 20+ accounts, driving an average 30% increase in organic traffic year-over-year.
- Manage SEO representatives, providing training and performance feedback to ensure quality deliverables.
- Conduct technical audits to improve site crawlability, indexing, and speed, resulting in higher SERP rankings for clients.
- Oversee content development for websites, blogs, and social channels to align with brand voice and engagement goals.

Colette Phillips Communications | Boston, MA

**Digital Marketing Coordinator and Content Creator** — Mar 2021 - Aug 2021

**Social Media and Public Relations Intern** — Dec 2020 - Mar 2021

- Coordinated, promoted, and executed major events, including The Taste of Ethnic Boston, increasing event engagement by 25% through targeted digital campaigns.
- Produced high-impact marketing assets such as infographics, PowerPoint presentations, and landing pages to support event promotion.
- Managed social media and email marketing campaigns, doubling the organization's online audience within six months.

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

**Digital Marketing and Design Intern** — May 2020 - Aug 2020

- Designed compelling content for blogs, newsletters, and social media to enhance brand presence and user engagement.
- Collaborated on social media campaigns that increased follower base by 15% during internship period.

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## WORK EXPERIENCE

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Lilac Vintage | Remote

### Founder

Aug 2020 - Aug 2024

- Built an online sustainable fashion shop, growing a community of 250+ engaged followers through organic and paid social media strategies.

The Jewish Advocate | Boston, MA

### Journalism & Copywriting Intern

May 2019-Oct 2019

- Wrote and edited articles, conducted interviews, and ensured editorial accuracy for weekly publications.
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## EDUCATION

**Bachelor of Arts in International Development**  
Clark University

**August 2016 - May 2020**

**Masters of Science in Professional Communications**  
Clark University

**May 2020 - May 2021**

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## KEY SKILLS

- Data Analysis
- Google Search Console
- Google Analytics
- Meta Business Suite
- Social Media Strategy
- Content Creation
- Graphic Design Software
- Paid Advertising Management
- Content Strategy
- Content Management Systems
- Website Design and Maintenance
- SEO & SEM
- Client Management
- Canva Pro
- Email Marketing
- Project Management
- Brand Audits