



lilybrodzinski.com

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education

stephens college
graduated may 2013
magna cum laude

- bachelor of science, marketing: public relations & advertising
- minors, graphic design and special event planning

qualifications

- self-motivated, responsible, assertive, observant, dedicated, enthusiastic, highly organized
- works well in high-pressure, deadline-oriented environment
- strong interpersonal and communication skills
- thrives in a team environment

skills

inDesign

illustrator

photoshop

photography

html & css

dreamweaver

SEO

microsoft office

apple iOS

microsoft OS

brand management

art direction

office management

social media

experience

bortz group

graphic designer &
marketing coordinator
march 2015 to present

- conceptualize and create all branding and marketing collateral to execute 20+ campaigns for seven SalonSpa locations for both print and digital outlets
- develop, design, build and launch responsive websites resulting in 60% increase in traffic and page visits
- monitor and manage website analytics, company social media accounts, and digital brand reputation

freelance graphic & web designer

goBRANDgo!
january 2015 to present
upshot agency
march 2015

- communicate with clients to deliver custom marketing and design collateral for a range of platforms
- project manage 10 client accounts and creatively deliver on multiple deadline oriented projects at once
- develop a variety of business collateral, i.e. sell sheets, brochures, posters, advertisements, and design and building web assets

captiva marketing

online marketing specialist
october 2013 to
january 2015

- assisted account managers in meeting the diverse needs of a wide range of clients
- researched client industries in order to execute keyword and link building programs and manage website analytics accounts
- built out client websites utilizing proprietary content management system, wordpress, drupal, and html/css
- designed and created collateral pieces for clients, i.e. website graphics, infographics, posters and logos

hoot design co.

graphic & web designer
may 2012 to october 2014
design intern
december 2011 to
may 2012

- designed, built and maintained new e-commerce website using shopify content management system and html/css coding knowledge
- designed and created communication and collateral pieces for clients and internal projects, i.e. wedding invitation suites, branding and logo designs and print art
- produced and wrote content for website and blog

stephens life

news publication

editor in chief
may 2012 to may 2013
news editor
january 2012 to may 2012
reporter
august 2011 to january 2012

- oversaw the production of each issue of Stephens Life magazine by facilitating and managing team of reporters and staff ranging from 5 to 15 members
- designed, implemented and built new website for Stephens Life online
- created publication layout and page design for issues of Stephens Life magazine, including full brand redesign fall of 2012
- reported, wrote and photographed stories for Stephens Life online and print publications