

# LILY VALENTINA

## EXPERIENCE:

### Account Management Intern (Fall) | 24/7 Laundry Service

September 2020/November 2020

Client: Fox Prime Time Television

#### Takeaways:

- Social media community management + strategy
- Communication strategies
- Team management and organization
- Came up with a weekly Instagram content that was chosen by FOX TV and is now used on the @animationonfox Instagram account that is verified with 41k followers.

### Marketing Specialist | 9Wood

April 2020/September 2020

#### Takeaways:

- Created and updated graphic marketing materials that were distributed to reps and on the website.
- Doubled their Instagram following in six weeks.

### Allen Hall Advertising

#### Role: Director of Project Management and Production

April 2020/Present

- Promoted to a Director role and Collaborated with a team of seven directors to guide almost 60 students during their campaign processes for clients in an agency-setting.

#### Role: Creative Director

September 2020/Present

#### Client: University of Oregon Women's Basketball Team

#### Takeaways:

- Lead a small team of project managers along with my co-director.
- Oversaw a team of producers, photographers, and videographers

#### Role: Project Manager

September 2019/April 2020

Clients: University of Oregon Theater Department

+ Oregon Department of Aviation

#### Takeaways:

- Responsible for managing AHA creative teams' working relationships with key clients and other stakeholders.
- Managed and created project calendars.
- Oversaw the execution of campaigns.

### Marketing Intern | Roseburg Forest Products

May 2019/August 2019

**Contributions:** I successfully developed and pitched an internship Recruitment Plan to the internal marketing team as well as the Human Resources team. The goal of the plan was to attract potential interns to RFP in creative ways. For example, open house interviews in their local corporate office in Springfield Oregon. The plan will be implemented in 2020. In addition, I compiled a competitive website and literature audit for the marketing team.

### Creative | Imagination International Inc.

June 2017/January 2019

#### Role: Freelance October 2020/January 2021

#### Role: Assistant to the National Sales Director

June 2017/August 2017

**Takeaway:** My outgoing personality was put to the test as I honed the skill that is cold calling. And I maintained vendor relationships and ensured that they were having the best B2B relationship possible

#### Role: Junior Graphic Designer and Production Assistant

August 2017/January 2019

**Takeaway:** I created a variety of evergreen digital and print graphics for all of our Business Units. I also assisted with our social media, and reached out to artists who fit our #copicolors campaign as potential collaborators. As a production assistant, I assisted behind the scenes, on set for video shoots, helping with lighting and set blocking. I also, supported the video editor in post-production by gathering and picking digital media such as stock footage and audio assets.

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## WHAT'S IN MY TOOLBOX...

- Ability to work independently
- Great time management skills
- Organized
- Outgoing
- Fast + effective work ethic
- Team oriented
- Communicative
- Active listening
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe Premier Pro
- Adobe Lightroom
- Google Suite
- Microsoft Suite
- Keynote

## SKILLS I'VE GAINED DURING A GLOBAL PANDEMIC...

- Empathy
- Patience
- Emotional Intelligence
- Innovative team work
- Determination
- Growth mindset
- Adaptability
- How to not accidentally interrupt somebody on Zoom
- Master of virtual backgrounds

## BONUS MATERIAL:

- Notorious movie talker
- Proud dog mom to Scout + Harper
- Avid True Crime podcast listener (Happy to give recommendations;)
- Big art museum enthusiast.
- I may be a Slytherin, but I'm the friendly kind.

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## HIT MY LINE:

Email: lilyvteague@gmail.com

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Social: @lilyvalentina\_

## EDUCATION:

University of Oregon - Expected graduation Fall 2021

Major: Advertising

Minor: Art History