

Lily McConnell

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EDUCATION

1. Loyola Marymount University

Los Angeles, CA

Bachelor of Marketing

May 2027

Marketing Society, Women in Business, LMU Reach, International Business Association, Fashion Society

- Google Marketing & E-Commerce Course | 02/2024 - 11/2024

2. Saint Francis High School

Mountain View, CA

Highschool Diploma

May 2023

National Honors Society, National Society of High School Scholars

Completed courses of AP Environmental Science, AP Macroeconomics

4.0 GPA

3. University of California Los Angeles

Los Angeles, CA

Certificate of Completion

June 2022

Social Media Marketing, Business of Fashion

EXPERIENCE

1. Principessa

Venice, CA

Retail Sales Associate

June 2024 - Present

- Customer Service and Collaboration
- Curated content on social media

2. BLK PR

Los Angeles, CA

Media, Showroom, Celebrity Outreach Intern

May 2024 - August 2024

- Collaborated with brands such as *P by Gunna*, *HelloMolly*, *Frolov*, *Mouty*, and *Bru* with campaigns
- Created the *P by Gunna* lookbook
- Organized inventory in showroom
- Conceptualized events such as the *P by Gunna* launch party and the *Mouty x Terminal 27* event
- Learned how to operate database platforms: MightyScout, IMDb, Snovio, MuckRack, Sparkle

3. Bridge Showroom

Los Angeles, CA

Fashion Business Intern

March 2024 - March 2024

- Channelled creative vision to organize, prepare, and steam clothes for a showing
- Created social media content
- Learned more about brands such as Maison Hôtel, Summum, Etta World, and Bitte Kai Rand

4. TeaCub Boba & Snack

Mountain View, CA

Shift Lead

February 2020 - June 2023

- Developed relationships with staff members and assisted with strong customer service
- Appointed with managing social media account

5. American Cancer Society Discovery Shop

Los Altos, CA

Volunteer

April 2022 - May 2023

- Improved social media
- Provided styling advice to customers

SKILLS

Communication skills

Leadership skills

Organizational skills

Customer Service

Social Media Management

Social Media Marketing

Email Marketing/Outreach

Content Creation

Collaborative skills