

LILLY BERMAN

CONTACT

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PROFILE SUMMARY

I'm a University of North Texas student graduating in December 2025, majoring in Advertising and Brand Strategy with a minor in Sociology. I take pride in being responsible, organized, and dependable, and I bring genuine enthusiasm to the workplace. I learn quickly, enjoy connecting with people, and love working in environments where I can stay busy and contribute to the team. I'm looking for opportunities to grow my experience and be part of a company where I can make a positive impact and help create memorable experiences for customers.

EDUCATION

2019-2021
PLANO WEST SENIOR HIGH SCHOOL

2023-2025
UNIVERSITY OF NORTH TEXAS

- Bachelor of Advertising and Brand Strategy, Minor in Sociology
- GPA: 4.0 / 4.0

SKILLS

- Project Management
- Organization
- Time Management
- Leadership
- Collaboration
- Proficient in Technology
- Skilled in Adobe Suite Design
- Google Certified
- Skilled in Excel + Microsoft Platforms
- Effective Communication
- Critical Thinking

WORK EXPERIENCE

Fanpage.com

NOVEMBER 2022 - MAY 2023

Social Engagement Technology Company - Content Manager

- Responsible for creating fun and engaging trivia content for live event campaigns.
- Led the creation and management of the content, enabling various members of the team the ability to access the content.
- Researched trivia and holiday-picked questions, correct and incorrect answer choices, and entered them into a Google sheet database.
- Developed Trivia for large concerts, including Audacy Music Fest, Acoustic Christmas, and Polyphonic Christmas Extravaganza

Harbor Chase Of Plano

MAY 2023 - AUGUST 2023

Assisted Living Facility, Plano Texas - Activity Director

- Managed activities calendar
- Led engaging activities for seniors that focused on entertainment and mental stimulation.
- Led successful effort to boost senior involvement in activities
- Managed front desk, guest check-in, and incoming calls

Club Pilates Colony

MARCH 2024 - MAY 2025

Pilates Studio - Sales Representative

- Membership Sales - #1 Sales Rep in Region for Club Pilates
- Managed Front Desk
- Built meaningful and personal relationships with members

Smoothie King Corp

MAY 2025 - CURRENT

Marketing Intern

- Managed Weekly Competitive Analysis
- Worked alongside Brand/Partnership Teams on various projects
- Brand Collabs
- Partnered with Construction on Blueprints
- Influencer Research and Communication
- Led Multiple Focus Groups
- Participated in weekly "Sad Lunch Swap"