

Lily Green

San Francisco Bay Area

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EDUCATION

Santa Clara University, Leavey School of Business

09/2021 - 06/2025, expected

Major – Marketing

Minor – Computer Science and Engineering

Minor – Graphic Design

EXPERIENCE

Thomond, Marketing & PR Intern (London, UK)

06/2023 - 08/2023

- Create and analyze competitor analysis & market audit
- Contributions to rebranding, customer retention programs, & buyer segmentation
- Harnessing consumer psychology and client research to promote the best campaign initiatives
- Consultant for website designs & operations for many clients
- Campaign associate for the flu vaccination with the NHS including copywriting, data analytics, & content creation

EMPLOYMENT

Align Technology, Consumer Marketing Intern

06/2024 - Present

- Directed TikTok/Instagram campaigns for NFL, NBA, and New Year initiatives, managing agencies, influencers, and content execution.
- Produced consumer email campaigns and resource hub articles, driving engagement through strategic ideation, copywriting, and design coordination.
- Strategized cross-cultural content for celebrity partnerships, aligning with US and Asian market preferences and securing leadership and legal approvals.
- Revamped a dual-facing website, leveraging UX/UI expertise, consumer psychology, and UGC to optimize user experience.
- Developed presentation webinar decks, sell sheets, website banners, and splash pages to elevate product and professional marketing efforts.
- Co-authored an app guide, collaborating with designers and product managers to ensure clarity and usability.
- Optimized paid social media campaigns using advanced pixel implementation and analytics.
- Enhanced organic SEO by partnering with developers to improve site performance and visibility.

BWX Limited, Digital Marketing Intern

01/2024 - 06/2024

- Conducted market research to identify trends, competitor strategies, and user design updates
- Managed and developed company-wide analytics monthly reports for both USA and Australia
- Developed compelling and SEO-friendly PDPs, resulting in a 30% increase in website traffic
- Created press releases, pitch materials, and media kits to communicate brand messaging & product launches

TAP IN, Website Developer (Academic Private Law Firm)

07/2023 - Present

- Optimized [website](#) performance and architecture, creating a strong user experience

- Implemented Google Analytics to track user behavior, enabling data-driven content strategy
- Successfully completed all copy for website creation and rebranding, ensuring clear and engaging messaging.
- Developed SEO-optimized content, incorporating relevant keywords and meta tags

BASA Method, Marketing & Website Design Associate

01/2023 - 09/2024

- Operate the [social media](#) platforms & create a monthly newsletter
- Managed social media accounts to engage with followers, promote brand awareness, & enhance online presence
- Organize material for events & communicate with other professionals to coordinate events
- Successfully maintain and enhance the [website](#), ensuring its functionality, visual appeal, and user experience are consistently optimized

NorCal Dermatology & Cosmetic, Website Developer

02/2021 - 09/2021, 12/2023 - Present

- Communicating results as a patient point of contact
- Develop the new sub entity including the brand identity, palette, imagery, copy, website, & social media

SKILLS

- Coding: HTML5, CSS, C, C++, C#, SQL, JavaScript, Python, R, PHP, Linux, Verilog, Assembly
- Software: Canva, Microsoft Office, Adobe Suite, Shopify, Klaviyo, Velox, Meta Ads Manager, Snapchat Ads Manager, TikTok Ads Manager, Pixels, Google Analytics, Looker Studio, Captiv8, Figma, Questa, Quartus Prime, Visual Studio Code, VMWare Horizon, Wix, Zoho, Weebly, Square
- Certifications: Bloomreach's Digital Merchandising, NREMT, AHA BLS, HIPAA, Stages Cycling