

Lily Green

San Francisco Bay Area

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707-892-0623

EDUCATION

Leavey School of Business, Santa Clara University

9/2021 - 6/2025, expected

Major – Marketing

Minor – Computer Science and Engineering

Minor – Graphic Design

EXPERIENCE

Thomond, Marketing Intern

6/2023 - 8/2023

- Create and analyze competitor analysis & market audit
- Contributions to rebranding, customer retention programs, & buyer segmentation
- Harnessing consumer psychology to promote the best campaigns
- Consultant for website designs & functionality for many clients

TAP IN, Website Developer

7/2023 - 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 content writing 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 Assistant

1/2023 - Present

- Operate the social media platforms & create a monthly newsletter
- Maintain & develop the website
- 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

Santa Clara University Shotokan Karate Team, President

9/2022 - Present

- Managed: social media, newsletters, finances, events, recruitment, fundraising
- Created and manage a free self defense workshop for all SCU students and staff

Santa Clara University Campus Recreation, Spin Instructor

2/2021 - Present

- Cycle instructor for faculty, students, and staff
- Creating marketing material for my spin Instagram and for campus recreation

SKILLS

- Coding: HTML5, CSS, C, C++, C#, PHP, JavaScript, Python, SQL, Linux, Verilog
- Software: Questa, Quartus Prime, Wix, Canva, Microsoft Office, Adobe, Zoho, Weebly, Square
- Certifications: Bloomreach's Digital Merchandising, CPR/AED, HIPAA, Stages Cycling