

# Lilly Shneibaum

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## WORK EXPERIENCE

### **Marketing Coordinator**

Gas South District (Arena, Convention Center, and Theater) | January 2021 – Present | Full-Time

- Manage Gas South District Twitter, Facebook, Instagram, and TikTok organic and paid content
- Generate and execute social media plans for Arena, Theater, and Convention Center events
- Responsible for increasing social media engagement by increasing ad reach 109%, impressions 112%, and link clicks 50% across all platforms
- Design and distribute e-blasts to a database of over 315,000 subscribers
- Assist with graphics creation including pop up banners, website images, manuals, and building signage

### **Tournament Services & Marketing Assistant**

Mitsubishi Electric Classic (PGA TOUR Champions) | January 2021 – May 2021 | Contract

- Managed tournament website
- Created advertising assets including billboards, newspaper, digital, radio scripts, e-blasts
- Reviewed & maintained Partnership Sales Asset Spreadsheet with over 100 partners
- Assisted with various aspects of the events taking place during Tournament Week including Pro-Am rounds, Honorary Observer Program, and player guest tickets

### **Freelance Graphic Designer**

Pediatric Brain Tumor Foundation | May 2019 – April 2021 | Freelance

- Designed marketing collateral including brochures, one-sheets, and infographics, and social media graphics
- Assisted with editing video content for social media and live streams

### **Marketing & Business Development Assistant**

Gas South District (Arena, Convention Center, and Theater) | June 2019 – January 2021 | Full-Time

- Helped with media relations at events and any other media including writing and distributing press releases, media escorting, and press conferences
- Managed in-kind donations, community ticket program, and community initiatives
- Support activation of sponsorship deliverables to ensure quality standards and expectations

### **Marketing Intern**

Pediatric Brain Tumor Foundation | June 2018 – August 2018

- Planned, fundraised, and assisted in execution of Georgia Chapter events
- Created and updated content for Georgia Chapter social media and advertising using Canva

### **Athletic Hostess**

The University of Alabama Tide Pride | August 2016 – May 2018

- Chaperoned Tide Pride donors and former athletes on to the football field during pre-game warmup
- Provided customer service in the Ivory Club during football games Assisted with on-floor operational activities during gymnastics meets as well as pre-game basketball events
- Helped with 5-10 events per semester involving Tide Pride members in various athletic facilities

### **Marketing Intern**

The University of Alabama Athletics Marketing | August 2017 – December 2017

- Worked 25 fall athletic events during the semester and assisted with gameday operations of marketing department
- Assisted the marketing office with coordination of giveaways and promotional items

### **Marketing Intern**

Gas South District (Arena, Convention Center, and Theater) | May 2017 – August 2017

- Assisted with generating database lists for public relations, marketing, and grassroots needs
- Contributed to the design of digital and traditional marketing initiatives
- Helped with show night duties including escorting and managing local media relations attendants
- Researched artists in order to pick gifts on behalf of the venue

## LEADERSHIP

- Gwinnett Young Professionals Class of 2019-2020 Graduate

## EDUCATION

**The University of Alabama** | B.S. Marketing | Minor in Public Relations | Sales Specialization | Class of 2019