

Lucy Lor

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Education

University of Wisconsin-Madison

May 2025

Bachelor of Science: Consumer Behavior and Marketplace Studies Certificates: Digital Studies, Entrepreneurship

Objective

Creative and detail-oriented marketing professional with hands-on experience in social media strategy, visual content creation, and brand engagement. Seeking to leverage digital storytelling and community-building skills in a social media or content marketing role.

Work Experience

Center for Leadership & Involvement (CfLI), Madison, WI

Marketing Intern

September 2024 - Present

- Designed 10+ branded visuals for the launch of the Print & Resource Center, maintaining digital consistency across channels
- Developed and scheduled weekly Instagram content to promote CfLI programs, using Canva and platform insights to increase reach
- Collaborated with campus partners to cross-promote events, expanding audience engagement and visibility

StudentPrint, Madison WI

Marketing Director

September 2023 - September 2024

- Led a sustainability-focused Instagram campaign that drove a 20% increase in website traffic, tracked via Google Analytics
- Directed 3 marketing sub teams to develop, curate, and publish weekly content across Instagram and LinkedIn, strengthening brand voice
- Launched new visual content guidelines and social media calendar, improving team workflow and creative alignment

Marketing Intern

May 2023 - September 2023

- Created content strategy for Instagram and LinkedIn, increasing post consistency and engagement by 22%, based on platform insights and scheduled performance trends
- Supported development and testing of promotional social content, tracking performance through post insights to optimize timing, format, and audience reach
- Conducted audience and competitor research to guide content topics and identify engagement opportunities

Customer Service Representative

September 2021 - May 2023

- Supported marketing communications through content scheduling and email management during CRM platform transition
- Collaborated with the marketing team to ensure customer-facing visuals and messaging were consistent with brand tone
- Balanced service and brand communication roles to support customer satisfaction and digital outreach efforts

Extracurricular Activities

Alpha Kappa Delta Phi International Sorority, Inc.

December 2022 - May 2024

Public Relations-External

- Developed multi-channel content campaigns, increasing visibility by 30% and boosting event attendance by 25%, as tracked via Instagram Insights and event sign-ins
- Produced branded visuals, campaign captions, and highlight reels to enhance digital storytelling across Instagram and TikTok
- Managed digital calendar and improved engagement strategy, resulting in a 35% increase in audience interaction

Skills

- Instagram Insights, Canva, Content Strategy, Social Media Scheduling, Visual Design, Email Marketing (Mailchimp, Eloqua), Community Engagement, Copywriting, Google Analytics, Campaign Planning, Brand Storytelling, Digital Branding, Video Editing Basics, Project Management