

Lucy Lor

210 Lakelawn Pl, Unit 1C, Madison, WI 53703

414.241.4359 | lucylor6@gmail.com | <http://www.linkedin.com/in/lucy-lor>

Education

University of Wisconsin-Madison

Expected: May 2025

Bachelor of Science: Consumer Behavior and Marketplace Studies

Certificates: Digital Studies, Entrepreneurship

Work Experience

StudentPrint, Madison WI

Marketing Director

September 2023-Present

- Spearheaded the development of innovative marketing strategies, resulting in a 20% increase in brand visibility.
- Successfully represented the business's interests in cross-departmental collaborations, resulting in over 18% improvement in inter-departmental communication and streamlined processes.
- Authored and distributed engaging monthly newsletters, resulting in a 25% growth in customer engagement.
- Facilitated dynamic marketing team meetings, fostering collaborative brainstorming sessions that led to the implementation of over five new successful marketing initiatives within the first 3 months.

Marketing Intern

May 2023-September 2023

- Strategically managed marketing budget through fund allocations which increased the ROI from the previous years.
- Orchestrated impactful marketing campaigns, contributing to a 150% increase in product launch success rates.
- Conducted thorough research on products and trending merchandise, leading to the identification of two high-demand products that contributed to over a 10% increase in product diversification.
- Leveraged market trend insights to guide the development of new products, contributing to a 20% boost in overall product revenue in the following fiscal year.

Activities

Pre-college Enrichment Opportunity for Learning Excellence Program (PEOPLE)

2016-Present

Scholar

- Attained a full tuition merit scholarship at UW-Madison, displaying academic excellence and commitment to personal growth.
- Actively engaged in scholarly and cultural diversity events, including workshops tailored for first-generation students, fostering a rich and inclusive academic community.
- Demonstrated leadership by contributing to discussions within the PEOPLE program, highlighting an initiative-taking approach to community involvement.
- Leveraged experiences and knowledge in diversity to enhance contributions in multicultural events/community, showcasing the direct and tangible impact of my pre-college enrichment on my broader journey.

Alpha Kappa Delta Phi International Sorority, Inc.

2022-Present

Public Relations-Internal

- Orchestrated a streamlined timeline for monthly Wisconsin Chapter newsletter updates, yielding a significant boost in newsletter/alumni engagement.
- Maintained a responsive online presence with timely updates to the Chapter website, resulting in a 20% increase in traffic.
- Demonstrated an unwavering ability to thrive in high-pressure situations by consistently meeting stringent deadlines and delivering impactful results.
- Produced over eighty internal graphics that enhanced visual communication, resulting in a 35% increase in member engagement.

Skills

- Project Management, Data Analysis and Visualization, Customer Relationship Management (CRM), Event Management, Process Improvement, Product Marketing, Marketing Management, and Social Media Marketing.