

LILY SOURYAPHANH

AREAS OF EXPERTISE

- Social Media Strategy
- Web Content Strategy
- Web Content Management
- Copywriting

FREELANCE

For the last 4 years I have been offering ad hoc and regular digital marketing services to small business in hospitality and lighting.

Services include poster design, copywriting, website updates, social media marketing, EDM and consultation.

Please contact me for more info.

CONTACT ME

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Email: LSOURYAPHANH@GMAIL.COM

CAREER HISTORY

Marketing Coordinator

PetO

March 2020 - Present

- Supporting Marketing Manager in the execution of marketing campaigns
- Supporting the Purchasing Manager in product management
- Customer Support (General enquiries, Social, Online Order Enquiries)
- Briefing Designer in digital assets and EDMs
- Briefing Digital Marketing Agency for campaigns (Social, SEM)
- EDM delivery and Automation (Hubspot)
- Social media strategy & management (Facebook, Instagram, LinkedIn)
- Website content management (Big Commerce, Wordpress)
- Online product management
- Managing online dispatch team & process
- Team support for Loyalty System Management (Bloyal)
- Asset creation for website and social media campaigns
- Management of brand ambassadors
- Copywriting
- Video & photography

Communications & Digital Content Manager for Audio-Technica Australia

Technical Audio Group

March 2016 - January 2019

- Media relations manager
- Content strategy and editor for Audio-Technica website (News, products)
- Social media strategy & EDM (Mailchimp)
- Creating content across platforms
- Customer support (Facebook, Instagram, Twitter, Email)
- Supporting Marketing Manager in the delivery of campaigns and product launches
- Monthly marketing reporting
- Assisting team in presentations for HQ reports
- Liaising with media partners for the delivery of artwork and content
- Delivery of training content (Video & Assessment) for dealers and staff
- Building relationships with brands for cross-promotional activities
- Management of brand ambassadors
- Management of competitions and client incentives
- Product photography

Social Media & Digital Content Manager

Blanco Negro Photographic Services

September 2015 - September 2016

- Management of social media platforms and campaigns (Facebook, Instagram)
- EDM delivery (Mailchimp)
- Website content management (Product, news, events)
- Product photography

LILY SOURYAPHANH

TECHNICAL SKILLS

Efficient in Wordpress
Efficient in Big Commerce & Squarespace
Efficient in Microsoft Office
Competent in Photoshop
Competent in Google Analytics
Competent in Shopify
Basic skills in HTML
Basic skills Adobe Premiere Pro

VOLUNTEER WORK

FBI Radio
February 2008 – March 2010
Receptionist and music library assistant

INTERESTS

Music, songwriting, whisk(e)y, wine and hot sauce.

REFERENCES

Wesley Von Grabill
Technical Audio Group / Audio-Technica
Australia
0488 555 482

Philip Youngman
Optus / Singtel
0414 295 466

Chris Reid
Blanco Negro
0412 025 956

CAREER HISTORY

Account Manager *Sydney Design Social*

August 2015 - October 2015

- Assisting manager in everyday operations and reporting
- Management of social media accounts (Facebook, Instagram)
- Food and venue photographer
- Website content management

Digital Content Editor for Optus Zoo and Newsloop Australia

Optus/Singtel

May 2013 – March 2015

- Assisting manager in everyday operations and reporting
- Management and curation of news content for Optus Zoo and Newsloop app
- Management and scheduling of products and promotions on Optus Zoo mobile site
- Content: copywriting, photography, galleries and writing lifestyle/food articles
- Managing editorial calendar and producer for all writers
- Editing and sourcing images
- Proofreading, fact-checking and legal oversight
- Management of Facebook page

Retail Assistant and Digital Content Editor

Technical Audio Group / Audio-Technica Australia

September 2011 – February 2013

- Sales and customer service
- Management of website content and stock
- Copywriting

Co-Editor and Photographer

theorangeexpress.net

June 2011 – June 2012

- Management of content and writers
- Building relationships with labels and PR companies
- Creation of content including gig photography, reviews, interviews and music news
- Proofreading and fact checking
- Editing and sourcing images
- Recruitment

Bar Manager

Café Lounge

June 2006 – June 2011

- Management of staff and operations
- Management of functions and special events
- Booking live acts and promotion
- Ordering and the management of stock