

LILLIONHUNT

EXPERIENCE

Visual Communications/Digital Marketing Specialist

Marine Corps Community Services (MCCS) | Okinawa, Japan/Remote | 2019–2021

Develop and execute digital marketing strategies for our monthly and yearly publications, mobile app, product launches, special events, programs, services and promotional offers • Lead development of weekly email campaigns using HTML/CSS, copywriting and graphic design, producing a total of 87 newsletters • Develop, implement and manage social media content on Facebook and Instagram • Create promotional material on Photoshop, Illustrator, InDesign and Premiere Pro for email campaigns and social media • Track and report metrics on audience, views and engagement • Write PR pieces and assist with crisis management

Data Journalist

NEHA Magazine | Syracuse, New York | 2018

Generate data-driven stories that encourages readers to be compassionate travelers through veganism and sustainability • Research and analyze data using data-mining/scraping, databases and SQL to create infographics for supporting articles • Implement and maintain website using Wordpress CMS with a team of 3 co-developers • Optimize website to ensure fast loading speeds • Implement SEO best practices

Social Media Instructional Associate

S.I. Newhouse School of Public Communications, Syracuse University | Syracuse, New York | 2017–2018

Assist professor in upper division social media class • Research social media news and stay up-to-date with the latest trends • Teach students how to create their own brand, increase engagement and maintain a positive social presence • Use TwitterAds to schedule paid campaigns • Manage Slack channels, Twitter List and WordPress • Use TweetDeck to schedule class tweets

Tech Blog Writer/Assistant Web Developer

Wonder Women Tech | Long Beach, California | 2017

Research, write and publish articles about tech innovation and business news to bridge the gap between STEAM opportunities and underrepresented communities • Assist with designing and maintaining website • Manage social media content on Twitter, Instagram and Facebook • Practice principles of strategic marketing planning

Web Designer/Front-End Developer

California State University Long Beach Career Development Center | Long Beach, California | 2013 – 2017

Work with HTML, CSS and JavaScript to update, manage and create accessible and responsive web pages for college students seeking jobs and internships • Graphic design for events such as seminars, workshops and job fairs to display on the website

Radio News Reporter/Producer

KBeach Radio 88.1 FM HD-3, California State University Long Beach | Long Beach, California | 2015–2017

Research story ideas and conduct interviews • Write scripts, record and edit stories • Produce weekly one-hour news shows • Teach radio broadcast writing, recording and editing • Operate FM radio board

SKILLS

Fluent Languages: English and Spanish

Web Development: SEO, HTML, CSS, JavaScript, Bootstrap, WordPress, GitHub, Google Analytics

Programs: Photoshop, Illustrator, InDesign, Premiere Pro, Adobe Audition, Dreamweaver, Visual Studio Code, Unity, Xcode, Sketch, Figma

Social Media: Twitter, Instagram, Facebook, YouTube, Vimeo, Sprinklr, Creator Studio, TweetDeck, Mailchimp

Journalism: Copywriting, Video and Audio Editing, Print and Broadcast Writing, TV and Radio News Reporting, Camera, Radio Board and Teleprompter Operating, Data Journalism/Data Visualization, 360 Virtual Reality Videos

EDUCATION

Master of Science, Computational Journalism

S.I. Newhouse School of Public Communications, Syracuse University | Syracuse, New York | 2017–2018

Bachelor of Liberal Arts, Journalism

Minor: Web Technologies and Applications

California State University Long Beach | Long Beach, California | 2013–2017

ACHIEVEMENTS

Outstanding Performance Appraisal Achievement

Marine Corps Community Services | 2019–2021

Excellence Award in Broadcasting


KBeach Radio 88.1 FM HD-3 | 2017


President's Honor List

California State University Long Beach | 2015–2017

CONTACT

 Dayton, Ohio

 (206) 816-4094

 LillionHunt@gmail.com

 twitter.com/lillionhunt

 <http://bit.ly/2EjgXPM>



Portfolio
lillionhunt.github.io