

# Lillian (Lilly) Mitchell

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## Education

Washington and Lee University • Bachelor of Arts • Class of 2021 • Lexington, VA

Cognitive & Behavioral Sciences Major, Digital Culture & Information Minor •

- ❖ GPA: 3.5
- ❖ Relevant Coursework: Social Psychology, Brain and Behavior, Cognition, Clinical Psychology, Statistics and Research Design, Digital Journalism, Reporting, Programming, Data in the Humanities, Data Science
- ❖ Recipient of The John D. Copenhaver Scholarship (2017, 2018, 2019)
- ❖ Recipient of the John M. Walbridge Scholarship (2019)

Cave Spring High School • Advanced Diploma • Class of 2017 • Roanoke, VA •

- ❖ Valedictorian

## Research Experience

- ❖ Independent Research Project • Washington and Lee University • Fall 2020 – Winter 2021 • Lexington, VA
  - “The Role of Social Media in College Athletic Recruitment” a look into how different coaches utilize social media platforms in their search for athletes
  - Conducted an independent research project under the supervision of Dr. Jason Mickel as part of the Digital Culture and Information minor
  - Interviewed Washington and Lee coaches and athletes to conduct qualitative analysis of experiences
  - Built a website using HTML, CSS, and JavaScript to display findings
  - Presented findings to faculty and staff
- ❖ Student Researcher • Washington and Lee University • Winter 2019 • Lexington, VA
  - Conducted research under Dr. Schreiber on campus hook-up culture surrounding parties as part of the Statistics and Research Design class
  - Collected data via observational studies of on-campus dining options during late night hours of operation
  - Ran statistical analysis on the collected data to determine significance
  - Presented findings in a poster presentation to classmates and faculty
- ❖ Student Researcher • Washington and Lee University • Spring 2019 • Lexington, VA
  - Conducted Research under Dr. Rush and Dr. Kuettner in the politics department
  - Researched and developed a redistricting plan for Virginia that would allow minorities to have optimal opportunities to elect officials of their choosing to public office
  - Used Geographical Information System (GIS) to analyze and manipulate data to create an ideal map of voting districts
  - Presented findings to professionals in the field of gerrymandering and redistricting

## Work Experience

- ❖ Marketing Intern • Virginia Amateur Sports • Roanoke, VA • Summer 2020 – Winter 2020
  - Organized sponsorship materials prior to the Virginia Commonwealth Games
  - Directed sponsor activations the weeks of July 21 – 28 and December 17 – 20 for the Virginia Commonwealth Games

- Curated social media posts for Instagram and Facebook
- Presented sponsors with a comprehensive report detailing our working during the Commonwealth Games and how we promoted their products/services
- ❖ Sports Department Associate • Washington and Lee University • 2017-Present
  - Winner of the General Manager's Service Award 2019 and 2020 for my contributions and dedication to the sports department during the 2019 spring sports season and during the transition to working from home due to the Covid-19 pandemic
  - Provide color commentary for university sporting events
  - Produce video broadcasts of sporting events
- ❖ Waitress • Mac and Bob's Restaurant • Salem, VA • 2020
  - Take and serve customers orders
  - Contribute to a team-oriented, positive environment
  - Maintain clean facilities
- ❖ Sales Floor Assistant • Francesca's Boutique • Roanoke, VA • 2019-2020
  - Connected and engaged with shoppers to build lasting relationships
  - Successfully contributed to making and exceeding sales goals
- ❖ Production Assistant • Salem Red Sox • Salem, VA • Summer 2019
  - Successfully execute live broadcasts
  - Presented and implemented an improvement to graphic presentation during live broadcasts
  - Create replay videos
  - Operate video cameras
  - Run advertisements, graphics, and videos on the main field screen during games
  - Manage sounds and music choices to curate a positive fan experience
- ❖ Student Caller • Washington and Lee University Office of Annual Giving • 2019-2020
  - Contact alumni via telephone to discuss campus news, update their information, and ask for donations
  - Generate discourse about W&L and the community with alumni
  - Successfully secure monetary donations to exceed goals
  - Maintain positive relationships between the university and alumni
- ❖ Diamond Crew Member • Salem Red Sox • Salem, VA • 2017-2018
  - First point of contact for patrons of the stadium
  - Answer questions and find accommodations for patrons
  - Distribute promotional materials directly to fans Assist in successful execution of special events
  - Interact directly with fans to ensure a positive experience
- ❖ Promotions Assistant • Mel Wheeler, Inc • Roanoke, VA • 2016-2017
  - Organized materials for promotional events
  - Interacted with the public at events to promote interest in the radio stations and giveaways
  - Observed radio shows
  - Assisted in set up and tear down of booths at promotional sites
  - Gathered and input data
- ❖ Crew Member • Bellacino's Pizza and Grinders • Roanoke, VA • 2015-2016
  - Operated cash register
  - Took phone orders

- Prepared food to suit customer orders
- Served customers

## Campus Activities and Leadership Roles

- ❖ Treasurer, PR Chair, Substitution Coordinator • 91.5 fm WLUR • Washington and Lee University • 2017-Present
  - Plan and execute special events each semester within a budget
  - Produce promotional materials, design T-shirts, and supervise sale of promotional materials
  - Successfully raise funds for the radio station
  - Sort and listen to submitted music
  - Host radio show
  - Work with other campus organizations to promote special events
  - Coordinate substitutes for students who cannot make their show time
- ❖ First Year Orientation Committee Communications Chair • Washington and Lee University • 2018-Present
  - Manage a team of social media platform leaders
  - Plan and execute social media marketing strategies
  - Plan and execute orientation activities for incoming first-year students at Washington and Lee University
  - Communicate effectively with team members and faculty to curate a successful first year experience
- ❖ Pi Beta Phi Fraternity for Women • VA Theta Chapter • Washington and Lee University • 2018-Present
  - New Member Coordinator 2018-2019
  - Vice President of Administration Interim 2018
  - Elected to represent the chapter at the Biennial Convention in 2019
  - Successfully plan an event within a budget for over 100 sisters and new members
  - Collaborate with other Executive Board members to make decisions effecting the whole chapter
  - Facilitate round table discussions about healthy relationships
- ❖ Student Reporting Advisor • Washington and Lee University • 2019-Present
  - Become well versed in the Title IX process of reporting sexual misconduct
  - Educate students on their reporting options
  - Guide students through the reporting process

## Skills

- ❖ Computer Programs- Excel, Tableau, HTML, CSS, JavaScript, R, SPSS, Python
- ❖ Social Media- Instagram, Twitter, Facebook, Snapchat, TikTok
- ❖ Editing- Adobe Creative Suite, Photoshop, Audacity, Final Cut Pro
- ❖ Other- Statistical Analysis, Graphic Design, Camera skills, Recording skills, Phone skills, administrative tasks