

PETER LILLIS

CONTENT MARKETING SPECIALIST

DETAILS

ADDRESS

4301 Massachusetts Ave NW,
#8007
Washington, DC, 20001

PHONE

(561) 706-2734

EMAIL

ptlillisd@gmail.com

SKILLS

Project + Product
Management

Audience-Focused
Copywriting

HTML/CSS/JavaScript

MySQL/Sequelize/Mongo
DB

Node.js/Express/Inquirer

Public Relations +
Reputation Management

Lifestyle Journalism

Community Growth +
Engagement

Data-Driven SEO + SEM

Adobe Creative Cloud

Social Media Content
Strategy

Targeted Advertising

FREE TIME

Former Touring Musician
Concert Poster Designer
Street Photographer
Music Producer
(Digital) Disc Jockey
At-Home Barista

PROFILE

A management-oriented marketing professional and project lead with valuable experience in content strategy, full-stack web development, creative direction, new media brand application, graphic design, and client services.

EMPLOYMENT HISTORY

Marketing Director, Union Stage Presents

Washington, D.C.

Sep 2017 — Sep 2020

Directed all branding, promotions and communications for live events at Union Stage, Jammin Java, The Miracle Theatre and Pie Shop - roughly 25 events per week

- Designed and strategically launched all visual branding assets for Union Stage, opened in Jan. 2018
- Developed brand strategy for Union Stage, The Miracle Theatre and Pie Shop
- Managed all paid social advertising with a monthly budget of \$5,000
- Implemented CRM strategies over social media and direct-email channels, including newsletters, announcements and premium-tier offerings
- Directed marketing team and creative projects within the organization

Notable Union Stage Accomplishments:

- \$3M in total ticket revenue as of Dec. 2019, 2 years after opening
- Ranked #69 on Pollstar 2019 Year-End Worldwide Ticket Sales

Marketing Director, Songbyrd Music House

Washington, D.C.

Sep 2015 — Apr 2017

Directed brand launch for new music venue and cafe, opened in Oct. 2015

- Developed and designed all promotional materials for continued use
- Secured consistent national and local press coverage
- Established and maintained social media framework and brand voice

Notable Awards for Songbyrd:

- "Best Place to have Dinner with Live Music" - *Washington City Paper*, 2017
- "Best Record Store" - *OnTap Magazine*, 2017
- "Best New Venue" - *Washington City Paper*, 2016
- "Best of D.C." - *Washingtonian*, 2016

Digital Marketing Manager, McCaffery Interests, Inc.

Chicago, IL

2012 — 2015

Established first-ever internal marketing department and managed all web properties for firm with nearly \$1B in real estate assets

Accolades:

- "Digital Marketing Strategies" Panelist — NAA Conference, 2015
- "Marketing Genius" — Yardi Systems, 2015
- Sustainia Community Award — Chicago Lakeside Development, 2012
- "Best Property Marketing" — Chicagoland Apartment Association, 2012

Co-Founder + Creative Director, Babe City Records

Washington, D.C.

Nov 2014 — Feb 2019

Established and expanded new independent record label focused on developing a diverse roster of artists from D.C. and beyond

Social Media Manager, Otherwise Incorporated

Chicago, IL

2011 — 2012

Lead team of account associates for a boutique marketing and design agency focused on ongoing editorial strategy for clients in education, real estate and the arts

Editor, Frontier PsychiatristChicago, IL /
Washington, D.C.

2010 — 2015

Managed 100+ contributors and created content for independent culture journal

Account Executive, Watson/Mulhern LLC

Washington, D.C.

2010 — 2011

Natural Resources Associate, Edelman Public Relations

Washington, D.C.

2009 — 2010

Press Intern, U.S. Senator Tom Harkin (D-IA)

Washington, D.C.

2008

EDUCATION

Full-Stack Coding Bootcamp Certificate Candidate, George Washington University

Washington, D.C.

Oct 2020 — Present

BS in Business Administration, Marquette University

Milwaukee, WI

2009

Major: Marketing // 2-Year Marquette Radio Music Director

FREELANCE

Journalist

Bylines in *Washington City Paper*, *Bandcamp Daily*, and *AdHoc Zine*

Event Planner

Founder of **This/Side**, an ongoing curated event experience across D.C. metro area

Develop and manage public event series **Mixed Greens** for plant studio **Rewild D.C.**