



Lily Stark

[Personal Website](#) [LinkedIn](#) [Email Me](#)

Digital marketing and social media specialist skilled in content creation, community engagement, and brand growth, with experience aligning strategies directly with leadership goals. Based in Los Angeles, California.

Experience

Social Media Manager, K-Nine & PAL

Aug 2024 - Present

- Spearheaded all social media marketing efforts, driving brand awareness, increasing client retention, and boosting sales conversions.
- Created and edited engaging multimedia content tailored to pet owners, consistently growing audience engagement across platforms.
- Led community engagement initiatives, fostering a loyal, active follower base.
- Collaborated closely with the CEO and COO to maintain a cohesive brand voice and image, ensuring alignment across all digital touchpoints.

Content Intern, The Edit Media Group

May 2024 - Present

- Projects worked on: Disney, Caruso, Blake Brown, Moon Oral Beauty
- Produced video content for clients with 100k+ followers across various social platforms.
- Developed a trend-tracking system to quickly leverage emerging trends.
- Managed content calendar, post scheduling, and campaign logistics, including scouting for locations and talent, ensuring relevance in client content strategies

Development Intern, Heroes & Villains Entertainment

Jan 2023 - May 2023

- Created research reports on industry trends and performed script coverage.
- Pitched original movie concepts through well-crafted decks, receiving positive feedback.
- Organized company communications, streamlining email management for efficient internal and external engagement.

Media Manager, Lasell Athletics

Sept 2021 - Feb 2024

- Managed social accounts, achieving a 208% engagement increase, reaching 80k accounts within 3 months.
- Developed successful brand and influencer collaborations, producing a high-engagement series that boosted visibility and follower growth.

Education

Lasell University

BA Communications & Multimedia, Class of 2024

Boston University

Los Angeles Media Program

Skills

Social Media Management	Video Editing
Social Media Analytics	Graphic Design
Content Creation & Curation	Digital Marketing
Community Engagement	Paid Media
Brand Collaborations	Adobe Suite
Trend Analysis	Canva