

# Lily Martinson

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## EDUCATION

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**University of Oregon, Lundquist College of Business**

**Eugene, Oregon**

*Bachelor of Science in Business Administration*

September 2019-June 2023

- **Degree Earned:** Business Administration with a Marketing concentration
- **Honors:** Apex Scholar, Dean's List for Spring 2020, Fall and Winter 2021

## ROLE-SPECIFIC SKILLS

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### Project Management

- Experience creating action plans to implement strategies and accurately track project development successfully
- Ability to optimize individual and team performance by leveraging technology and adapting to change in the organizational landscape
- Skilled in problem-solving by effectively assessing and analyzing potential outcomes

### Communication

- Proficient in collaborating with diverse perspectives professionally in group settings and with clients
- Strongly established written and verbal communication capability
- Ability to creatively articulate information and efficiently write credible work

### Analytics

- Proficiently able to translate insights into action within Microsoft Excel
- Ability to synthesize market research and understand key market performance insights
- Experienced in creating market trend reports using key formulas on Microsoft Excel and Google Sheets

## PROFESSIONAL EXPERIENCE

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### Media Planner

**Eugene, Oregon**

*Allen Hall Advertising*

September 2022 – June 2023

- Assisted in planning pitches and campaigns on 3 separate accounts, strategically budgeting for each client
- Coordinated directly with clients to meet deliverable deadlines and make campaigns come to life through media planning and buying
- Executed extensive market and industry research on clients in order to create the strongest marketing strategy

### Content Marketing Intern

**Camas, Washington**

*Fisher Investments*

June 2022 – August 2022

- Engaged in market analysis and industry research to develop a Social Media Competitor Analysis research project, utilizing multiple social media software platforms and Microsoft Office
- Assisted content team working on internal and external content, fostering strong communication
- Updated 13 content pieces on Adobe applications to be published internally for employee use

### Consumer Marketing Intern

**Portland, Oregon**

*Made in Oregon*

March 2021 – June 2021

- Executed 1,100 purchasing orders and inventory checks through data entry in Retail-Pro software
- Responsible for analytical tasks within Retail-Pro and Microsoft Excel software for assisting in multi-million-dollar company buys
- Coordinated with three company buyers to analyze current vendor market trends and consumer marketing skills daily

**Vice President Communications**

**Eugene, Oregon**

*Delta Gamma Sorority*

December 2020 – December 2021

- Executed 4 quarterly newsletters sent to 500 alumni and aided in updating the organization's website
- Initiated critical adjustments to update rules and regulations of the organization's 26-page Bylaws
- Collaborated with the executive team, increased organization communications, awareness, and networking for 150 women

**SKILLS & CERTIFICATIONS**

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**Soft skills:** *Speaks with confidence, growth mindset. team player, constant “to-do” list creator, attention to detail, efficient verbal and written communicator*

**Software skills:** *Microsoft Office, Microsoft Excel, PowerPoint, Tableau, Slack, Talkwalker, Squarespace*

**Certifications:** *Google Analytics, Google Ads*