

Lily Fandel

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PROFILE

I believe effective communication is the hallmark of a successful organization. As a passionate and effective writer across genres and platforms, I create compelling content for various audiences with experience in digital marketing, website management, technical writing, editing, graphics creation, branding and publishing. I'm interested in working for a dynamic organization to produce and deliver powerful, results-driven content.

EDUCATION

North Carolina State University **Class of 2020**
Bachelor of Arts English

Concentration: Language, Writing and Rhetoric. Minor: Arts Studies. GPA: 4.0

SKILLS

Writing, Editing, Social Media Marketing, Content Strategy, Project Management, Intern Management, Technical Communication, Interviewing, Photography, Digital Marketing, AP Style, Adobe Illustrator, Adobe Photoshop, WordPress, Drupal, MailChimp, Hootsuite

EXPERIENCE

Communications Specialist - Digital Education **May 2020 – Present**
NC State University, Raleigh, NC

- Interview faculty and staff to write articles and announcements for the NC State Distance Education and Learning Technology Applications (DELTA) News website. Publish articles and make routine website updates in WordPress.
- Manage DELTA's Twitter account and Facebook page. Write organic content for NC State Online and Distance Education social media channels and support paid marketing efforts for Online and Distance Education programs.
- Manage a team of communications interns and lead team meetings.
- Articles have been featured in the university-wide NC State News publication, The Bulletin, and various NC State college news websites.

Communications and Public Outreach Coordinator **August 2020 – December 2020**
Bringing Theory to Practice, Elon University

- Oversaw BTtoP's communications, including a newsletter, biweekly email letter and social media.
- Led BTtoP's exploration and implementation of new media including video content, podcasts and a redesigned website.
- Worked with the director, colleagues and community partners to amplify BTtoP's voice in the national conversation about the future of higher education.

Integrated Marketing and Communications Writer **May 2020 – August 2020**
William Peace University, Raleigh, NC

- Wrote informative and engaging articles to support the director of integrated marketing and communications.
- Performed social media audits to monitor the use and mention of the William Peace University brand.
- Developed website content to improve WPU's search rankings and keep up with changing trends in search engine optimization (SEO).

RELEVANT STUDIES

Introduction to Editing, Writing in the Rhetorical Tradition, Technical Communication, Introduction to Professional Writing, Analyzing Prose Style, Computer Documentation Design