

LILY PROUDMAN

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Social media professional and content strategist with a track record of creating and implementing projects that involve internal programs and external campaigns.

PROFESSIONAL EXPERIENCE

White Men as Full Diversity Partners, LLC

Digital Producer

Remote

July 2020 - Present

- Produce over 120 virtual Diversity and Inclusion client sessions with 30 facilitators using Zoom, Adobe Connect, Webex with global clients who are invested in beginning the experiential learning journey
- Trained 10 producers to troubleshoot live technical issues, modify design notes, and deliver successful programs on Zoom and Webex
- Coordinate pre-session meetings with facilitators to discuss design content – race, gender, intersectionality, white privilege, systemic advantage
- Collaborate with Marketing Manager to update WMFDP Wordpress website with relevant content, videos, and news articles

City Year Chicago

Team Leader, Analytics Coordinator at Roberto Clemente Community Academy

Chicago, Illinois

July 2019 – June 2020

- Supervised a team of 6 diverse full-time team members in a 750-student population high school
- Developed an enabling environment for a data fluent culture where team can input and track time with students
 - 52% of students reached Time on Task goal from 11% in October to 84% in March
- Conducted bi-weekly meetings with City Year leadership to align on site goals, metrics towards goals, and framing of important partnership team messages
- Managed team conflict by having consistent check-ins and deliver strategic solutions to senior leadership to help keep team accountable and partnership stable
- Enhanced an enabling environment for data fluent culture resulting in a schedule with built in data entry time, a data visualization wall, and a weekly recognition who are meeting team goals
- Functioned as the co-liaison between team and teachers, administration, and City Year staff, where I ensure 72 students receive 15 hours of tutoring time with at least 50% of students showing an improvement in English and Math

Communications Coordinator

Aug 2018 – June 2019

- Established Instagram school team account and increased Instagram followers by 80% over a 10-month period
- Tracked daily content and planned over 50 posts to engage student and school community
- Served as a full-time tutor and mentor for 12 9th graders, whose reading levels improved 2 grade levels each
- Organized 2 themed Family Engagement Night events for more than 150 families with no initial budget
- Worked alongside partner teachers to provide whole class support/5 daily academic interventions in World Studies

Kohler Company

Stewardship Project Management Contractor

Kohler, WI

March – June 2018

- Supported implementation of a Kohler Co. emergency shower trailer project plan between Kohler Stewardship and Operation Blessing
- Facilitated 3 volunteer trainings with 100+ associates who will work the shower trailer for Run for Clarity and Road America

Corporate Communications Intern

May – July 2014

- Grew believe.kohler.com blog traffic 10% through content and user experience optimization
- Drove a 33% improvement in blog engagement, implementing social content best practices
- Designed a user generated content strategy for consumer and trade audiences and acquired participation for 500 individuals
- Presented results to 25 executives who implemented research into campaigns across the country

Play for Peace

Marketing Contractor

Minneapolis, MN

Jan – March 2018

- Collaborate with global PFP team members to create social media, blog and video strategy
- Assist Executive Director with website redesign and 20th Anniversary re-branding project

Voyageur Outward Bound School

St. Paul, Minnesota

Interim Marketing Manager

Feb – Dec 2017

- Executed VOBS social media strategy and grew Instagram followers by 50%, Facebook by 7%, Twitter by 6%
- Authored 4 blog entries, website content, develop marketing materials, gather stories from alumni and recent students
- Redesigned and managed website which increased summer/fall enrollment by 50%

Digital Marketing Intern

May – Aug 2016

- Crafted campaigns while measuring their effectiveness in the collection of leads management using Salesforce CRM
- Curated content and maintained social media platforms on Facebook, LinkedIn, Twitter, and Google+ with Coschedule

United Nations Foundation

Washington, DC

Public Affairs Digital and Editorial Intern

Sep – Dec 2016

- Monitored and analyzed digital metrics, produce metrics reports, creation of graphics for promotion
- Worked closely with the Senior Editor and Digital Producers to produce content including blogs, op-eds, and one-pagers
- Assisted with maintaining the social media presence on all UNF digital properties, including Facebook, Twitter, and Instagram

Vital Voices Global Partnership

Washington, DC

Global Programs Intern

June – Aug 2015

- Designed and implemented a media strategy for Global Ambassadors Program and Fortune/U.S. State Department
- Created a briefing book for VV Lead Fellowship program in Lusaka, Zambia for 12 female entrepreneurs

Centre for Domestic Training and Development

Nairobi, Kenya

Development Intern

Sep – Dec 2014

- Constructed a grant proposal to fund a greenhouse at the girls shelter to expand sustainable agriculture education
- Raised over \$5,800 and managed donor relations for CDTD through Global Giving to optimize online presence

LEADERSHIP INVOLVEMENT

Alpha Phi Omega - National Community Service Fraternity

Washington, DC

Eta Phi Chapter

Sep 2015 – Dec 2016

- Volunteered with organizations across the DC Metro Area that involved environmental cleanup, homeless shelter overnights, educational programs and domestic violence awareness

Skills

Microsoft Office, CoSchedule, WordPress, Salesforce, Basecamp, Trello, Canva, Giphy, Google Adwords, Google Analytics, Sprout Social, Hootsuite

Certifications

PR Council Agency Ready Certificate

August 2020

EDUCATION

American University School of International Service

Washington, DC

BA in International Studies

August 2012 - Dec 2016

Minor in Communications, Marketing

GPA, 3.5

References

Jenica Morgan, WMFDP
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Leslie Castillo, City Year Chicago
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