

Lily McClanathan

• lilymcclanathan@icloud.com • 920-539-5028 • 722 Vernon Ave Apt 1, Madison, WI, 53714 •

Education

University of Wisconsin-Madison

- *Anticipated Graduation Date – May 10, 2025*
- Bachelor of Arts – Communication Arts, Science and Rhetorical Studies
- Certificate in Digital Studies

Experience

University and Relevant Coursework

- Made the Dean's List after my first semester senior year in recognition of my hard work and dedication to my academic studies.
- **CA 355: *Intro to Media Production*** – Learned and grasped the basic skills needed for media production, such as camera handling, three-point lighting, white balancing, and post production. This is also where I learned my love for video editing, and grasped the basics of Adobe Premiere Pro. I gained hands-on knowledge of filming commercials, documentaries, and short films.
- **CA 368: *Theory and Practice of Persuasion*** – Learned more about campaign work, identifying and appealing to target audiences, and persuasion tactics for campaigns and advertisements.
- **CA 459: *New Media and Society*** – Learned about how new media arises and affects members of society, technological determinism, social shaping of technology, and algorithms.
- **CA 465: *Editing and Post-Production: Video and Film*** – After taking CA 355, I decided to take this course to continue to build on my video editing skills with Adobe Premiere Pro.
- **CA 605: *Digital Studies Capstone*** – Grasped basic skills in website design, in which I built a website to demonstrate my portfolio.

Internships

- **Digital Marketing Intern** [*January 2025 – May 2025*]: I assist in the creation and scheduling of engaging social media content on Instagram and Facebook to increase company awareness and customer engagement. In addition to this, I also assist in monitoring social media analytics to track post performance. I analyze customer data to identify areas of improvement, inform targeted marketing campaigns, and increase search engine optimization.

Jobs

- **Assistant Manager** [*March 2024 – Present*]: Developed excellent teamwork skills and expanded on my pre-existing customer service skills, all whilst leading, mentoring, training, and supervising staff as an Assistant Manager at a dog daycare. I assisted in scheduling staff as well as leading our biannual meetings to discuss any important announcements, areas of needed improvement, and areas of continued success. I managed client interactions, such as check-ins and check-outs, addressing concerns, and providing exceptional customer service via face-to-face interactions, phone calls, and/or emails.
- **Dog Caregiver** [*May 2022 – Present*]: I ensure proper care to a high volume of dogs per day, communicate with the owners about their dog's behavior and any potential issues, coordinate with new clients, and post on our business social media profiles.

- Bartender** [*March 2020 – July 2021*]: Learned how to prepare food and beverages in a fast-paced environment while maintaining great customer service. Ensured a clean environment for customers and other employees.
- Waitress, Hostess, Busser** [*August 2019 – August 2021*]: Showed multitasking skills while serving many different tables along with completing side tasks and making sure every customer was satisfied. Ensured a clean environment for customers and other employees.
- Cashier** [*December 2018 – August 2019*]: Developed exceptional customer service skills throughout my job as a cashier by making sure each customer was satisfied.

Interpersonal Skills

- Active Listening
- Adaptability
- Critical Thinking
- Conflict Management/Resolution
- Content Creation
- Customer Service
- Management/Leadership
- Organization
- Problem Solving
- Project Management
- Search Engine Optimization
- Social Media Management
- Time Management
- Video and Photo Editing (Adobe Premiere, Adobe Premiere Pro, Canva)