Lily Green

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EDUCATION

Leavey School of Business, Santa Clara University   9/2021 - 6/2025, expected

Major – Marketing
Minor – Computer Science and Engineering
Minor – Graphic Design

EXPERIENCE

Align Technology, Consumer Marketing Intern   06/2024 - Present

● Produced consumer resource hub articles, driving engagement through strategic ideation, copywriting, and design coordination.
● Revamped a dual-facing website, leveraging UX/UI expertise, consumer psychology, and UGC to optimize user experience.
● Developed website banners and splash pages to elevate product and professional marketing efforts.
● Co-authored an app guide, collaborating with designers and product managers to ensure clarity and usability.
● Optimized paid social media campaigns using advanced pixel implementation and analytics.
● Enhanced organic SEO by partnering with developers to improve site performance and visibility.

Thomond, Marketing Intern   6/2023 - 8/2023

● Create and analyze competitor analysis & market audit
● Contributions to rebranding, customer retention programs, & buyer segmentation
● Harnessing consumer psychology to promote the best campaigns
● Consultant for website designs & functionality for many clients

TAP IN, Website Developer   7/2023 - Present

● Optimized website performance and architecture, creating a strong user experience
● Implemented Google Analytics to track user behavior, enabling data-driven content strategy
● Successfully completed all content writing for website creation and rebranding, ensuring clear and engaging messaging.
● Developed SEO-optimized content, incorporating relevant keywords and meta tags

BASA Method, Marketing & Website Design Assistant   1/2023 - 9/2024

● Operate the social media platforms & create a monthly newsletter
● Maintain & develop the website
● Organize material for events & communicate with other professionals to coordinate events
● Successfully maintain and enhance the website, ensuring its functionality, visual appeal, and user experience are consistently optimized

Santa Clara University Shotokan Karate Team, President   9/2022 - Present

● Managed: social media, newsletters, finances, events, recruitment, fundraising, website
● Created and manage a free self defense workshop for all SCU students and staff

Santa Clara University Campus Recreation, Spin Instructor   2/2021 - Present
- Cycle instructor for faculty, students, and staff
- Creating marketing material for my spin [Instagram](#) and for campus recreation

SKILLS
- Coding: HTML5, CSS, C, C++, C#, SQL, JavaScript, Python, R, PHP, Linux, Verilog, Assembly
- Software: Canva, Microsoft Office, Photoshop, InDesign, Adobe XD, Illustrator, Shopify, Klaviyo, Velox, Meta Ads Manager, Snapchat Ads Manager, TikTok Ads Manager, Pixels, Google Analytics, Looker Studio, Captiv8, Figma, Questa, Quartus Prime, Visual Studio Code, VMWare Horizon, Wix, Zoho, Weebly, Square, Brand Muscle, Social Native, MSL
- Certifications: Bloomreach's Digital Merchandising, NREMT, AHA BLS, HIPAA, Stages Cycling