

Lily Liu

St. Louis, MO | [Portfolio](#) | [LinkedIn](#) | lilayliu@gmail.com | (314)-624-5952

EDUCATION

DePaul University | Chicago, IL

June 2026

Bachelor of Arts in Public Relations and Advertising
summa cum laude | GPA: 3.8/4.0

RELEVANT EXPERIENCE

NFL Thrive | AAF NSAC | Chicago, IL

September 2025 - April 2026

- Conducted audience, brand, and industry research within a full-service student-led agency to inform campaign strategy for the NFL's youth health and wellness initiatives.
- Designed multi-channel campaign concepts targeting Gen Z and Gen Alpha audiences to boost long-term NFL brand affinity and awareness of youth well-being.
- Produced a final pitch deck, translating comprehensive research data into a cohesive, emotionally resonant creative campaign.

CCUC Ambassadors Instagram | Social Media Manager | Chicago, IL

April 2025 - August 2026

- Created and published 50+ original faith-centered posts, including short-form Reels, custom graphics, and targeted copy to increase fellowship participation and student reach.
- Leveraged performance analytics and social media trends to continually optimize creative content strategy and strengthen student engagement.

CREATIVE FILM PROJECTS

100 Years of God's Faithfulness | 18-min documentary | St. Louis, MO

May - October 2024

- Directed and filmed in-depth interviews, documenting community history through personal stories of faith, reflection, and generational legacy.
- Spearheaded creative concept development and final edit, coordinating with translators, archival contributors, and centennial event organizers to manage production timelines; premiered to an audience of 500+.

Logan & Raquel's Wedding | 4-min film | Edgerton, WI

June - August 2024

- Developed the nostalgic creative concept and visual direction, capturing authentic interactions and genuine emotion through a timeless cinematic style.
- Collaborated directly with the couple and event coordinators to execute the artistic vision, directing on-site filming and managing post-production to deliver a polished final film.

JOB EXPERIENCE

TARGET | Fulfillment Expert | St. Louis, MO

November 2024 - Present

- Execute high-volume order fulfillment, accurately picking and processing 300+ time-sensitive digital pickup orders daily under strict company deadlines.
- Utilize digital inventory management software to resolve inventory discrepancies and streamline cross-team communications to ensure customer satisfaction.

SKILLS

Technical

- DaVinci Resolve Studio, Adobe Premiere Pro, After Effects, Photoshop
- Canva, CapCut
- Google Workspace & Microsoft Office (Excel, Outlook, Word, PowerPoint)

Creative

- UGC creation, social media management, brand strategy, campaign execution