

# Lily Menk

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## Education

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**Syracuse University, The S.I. Newhouse School of Public Communications**  
*B.S. in Magazine, News, and Digital Journalism (Magna Cum Laude)*  
Syracuse, NY • May 2024

## Work Experience

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### Connecticut Public

*Social Media Intern • 09/23 – 12/23*

- Wrote and edited copy, designed graphics, and scheduled posts for a combined audience of 60,000 followers
- Amassed over 15k in combined engagement on multiple top-performing posts
- Regularly interacted with followers to increase community engagement

### The Newhouse

*Social Media Editor, TikTok • 02/24 – 05/24*

- Planned, filmed, and edited up to four TikTok's a week
- Managed brand presence and monitored analytics
- Amassed 7,000 views across all videos in 45 days

### Jerk Magazine

*Head Fashion Editor • 01/24 – 05/24*

- Pitch, edit, and curate every piece in my section for each print edition of the magazine twice a semester
- Manage deadlines for a staff of up to 15 writers and photographers
- Lead weekly meetings

### Equal Time Magazine

*Features Editor • 09/20 – 09/21*

- Managed a staff of 10 writers and collaborated with other editors to create two issues a year for distribution
- Responsible for the largest section in the issue
- Copyedited each piece while managing print deadlines

### Her Campus Media

*National Contributor • 08/23 – 10/23*

- Wrote about food and culture with an emphasis on SEO optimization and increasing traffic internally
- Used internal hyperlinks and keywords to increase site visibility
- Combined images, social media posts, and videos to produce engaging content

## Skills

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**Adobe Cloud:** Indesign, Illustrator, Photoshop, Premiere Pro

**Microsoft Office:** Word, Powerpoint, Excel

**Social Media:** Instagram, TikTok, Facebook, X

**CMS:** Wordpress, SocialFlow, Later

