

Lily Clodfelter

Marketing Professional

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425 Riverbend Pkwy, Unit 63, Athens, GA, 30605

WORK EXPERIENCE

Athens Micro
2024– Present

Marketing Representative

Developed and optimized email campaigns by crafting compelling copy, implementing A/B testing, and monitoring performance metrics, leading to an increase in open rates and client engagement.

Curated and scheduled social media content by researching trends, designing graphics, and writing targeted captions, resulting in growth in engagement and follower count.

Terry College of
Business
2025

Digital Marketing Competition Winner

Developed a winning campaign strategy for Porsche Cars North America by designing a multi-channel marketing approach and presenting projected results to industry professionals, showcasing innovative strategies for brand growth and engagement.

Precision Forestry
Lab
2023

Communications Aid

Designed and launched a website for the lab using Squarespace, creating a user-friendly platform to enhance online presence and accessibility.

Established and managed social media pages for the lab, developing content to increase engagement and outreach.

EDUCATION

University of Georgia
Terry College of
Buisness
2021-2025

BBA in Marketing

Bachelor’s degree in Marketing with an emphasis in Business Analytics, gaining expertise in data-driven decision-making, consumer insights, and strategic marketing.

University of Georgia
Grady College of
Journalism & Mass
Communication
2021-2025

AB in Advertising

Bachelor’s degree in Advertising with a Certificate in New Media, developing expertise in digital storytelling, media strategy, and emerging technologies to drive audience engagement.

SKILLS

Project Management
Creative Strategy
Digital Marketing
Microsoft Proficiency

LANGUAGE

English
Korean (Conversational)

REFERENCES

Amanda Kendrick

Athens Micro - Sales Manager
Phone: 706-354-5706
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