

Lillian (Lily) Torello

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EDUCATION & HONORS

James Madison University, Honors College

Harrisonburg, VA

B.B.A. in Marketing, Concentrations in Digital Marketing & European Business

Minors: Global Supply Chain Management, Honors Interdisciplinary Studies

Expected Graduation: May 2026

- Top Marketing Student (3.8 GPA), Spring 2023 & 2024
- Beta Gamma Sigma Business Honor Society (Top 7% of College of Business students)
- Workshop Digital Outstanding Digital Marketing Student Award, Spring 2025 | Mark-It Forward Award Recipient, Fall 2025
- Study Abroad: University of Antwerp (Fall 2024, Belgium); St. Andrews & Edinburgh (Summer 2023, Scotland)

PROFESSIONAL EXPERIENCE

DISRPT Agency (a division of The Door)

Remote

PR Intern | Spring 2026

- Incoming intern assisting with media & client relations; campaign support for consumer and lifestyle brands

ICF Next

Remote

Communications Specialist Intern, Social Media Focus | Summer 2025

- Created 3 **social listening reports** for public sector clients using Brandwatch; built Boolean queries and analyzed multi-platform performance (TikTok, IG, X, FB, LinkedIn)
- Co-developed a 23-page social media strategy (KPIs, cadence, hashtags, benchmarks) for Rise Homes
- Proofed and drafted 75+ **social posts** across large-scale clients, like CDC DDT and Smokefree US campaigns
- Researched 8+ **social listening tools**; synthesized findings into a summary deck to support executive platform decisions
- Conducted internal AI use analysis via team interviews; presented insights and future opportunities

scratch pad. Advertising Agency (Chapter of the American Advertising Federation)

JMU, Harrisonburg, VA

Member > Media Director > President | Aug 2023–Present

- Led full-service student ad agency through national campaign competition; **managing 60+ members**
- Received a case brief at the beginning of the academic year from a specific client; then directed strategy, media, research, and creative teams from brief to final campaign execution, placing **3rd and 5th in NSAC District Competition**

JMU Marketing Department – Research Subdivision

JMU, Harrisonburg, VA

Research Assistant | Jan 2025–Present

- Assist [Dr. Janna Parker](#) with cancel-culture-focused consumer behavior research, designing studies, conducting interviews/surveys, literature review, and synthesizing insights using AI-driven tools
- Completed beta testing and performance feedback for **Meaningful**, an emerging AI platform for qualitative research,

Barstool Sports – ItGirl (Previously @Chicks)

Remote

@JMUCHicks Account Co-Manager | Aug 2023–Present

- Manage and create content for @ItGirl (previously Chicks) across TikTok, Instagram & X; grew Instagram to over 11.7K IG followers (~32% growth since taking over account), uphold Barstool identity, communicate with HQ liaison

MINT Showroom

New York, NY

Market Week Intern | Feb 2025

- Assisted with model styling and 8+ **wholesale buying appointments** per day; organized showroom merchandising

Chef Paul Barron LLC

Madison, CT

Media & Events Assistant | June 2021– Present

- Create branded photo and video content that has led to IG account **surpassing 10k followers**
- Manage fine dining experiences up to 150+ **guests**, including diplomatic events at NYC's French Consulate

Badgley Mischka

New York, NY

New York Fashion Week Production Team Member | February 2024

- Supported production for Fall 2024 NYFW runway show, facilitating ~50 looks and assisting 100+ attendees

IUOE Local 478

Hamden, CT

Communications & Event Assistant | June 2019–Aug 2024

- Produced member-facing content: newsletters, website UX updates, email blasts, photography for political endorsements

ADDITIONAL SKILLS & CERTIFICATIONS

Experience in Adobe Photoshop (basic), Canva, Brandwatch, Meta Business Suite, Microsoft Office, Google Workspace, Google Analytics. Certifications in SEO, PR, Writing Ad Copy, Market Research (Qual & Quant), HubSpot, Excel, SQL (beginner), Bloomberg, Creative Suite coursework, Meta Paid Ads, Google Paid Ads, Google Analytics. Dual citizen (U.S. + Ireland); eligible to work in U.S., U.K., and E.U.