

Lillian (Lily) Torello

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EDUCATION & ACHIEVEMENTS

James Madison University, Honors College

BBA Marketing with Concentrations in Digital Marketing & European Business
Global Supply Chain Management & Honors Interdisciplinary Studies Minors

Harrisonburg, VA

Expected Graduation: May 2026

- Named a Top Marketing Student (3.8 GPA), Spring 2023 & Spring 2024
- Beta Gamma Sigma Initiate (Business Honor Society, Top 7% of third-year business majors invited to join)
- Delta Mu Sigma Initiate (Digital Marketing Honor Society)
- Workshop Digital's Outstanding Digital Marketing Student Award Recipient, Spring 2025
- Abroad studies at the University of Edinburgh & University of St. Andrews (Scotland, Summer 2023; general education) and the University of Antwerp (Belgium, Fall 2024: intensive, integrative business plan curriculum)

EXPERIENCE

ICF Next

Communications Specialist Intern

- Both natively and with Brandwatch software, delivered 3 social listening reports across TikTok, X, LinkedIn, Instagram, and Facebook for public health clients including CDC DDT, Rise Homes, ChristianaCare, and Virtua Health.
- Built custom Boolean queries in Brandwatch Listen and organized content libraries in Brandwatch Publish to support performance tracking and campaign compliance.
- Co-authored a 23-page social media strategy for Rise Homes with original KPI development, hashtag/cadence research, and competitive benchmarking.
- Wrote, edited, and proofed 75+ pieces of content for notable, large-scale organizations like the CDC, including evergreen graphics and platform-specific copy.
- Conducted competitive analysis and social audit for federal clients, identifying gaps and informing positioning strategy.
- Authored 2 federal case studies/proof points documents used in new business bids and proposals.
- Evaluated 8 alternative tools for social media management/social listening; booked demos and presented findings to senior leaders to support executive budget decisions.
- Conducted an AI usage study through 5 cross-team interviews; presented internal statistics, insights, and strategic recommendations on AI adoption for my team's specific workflows.
- Shadowed DCPC paid media setup; completed certifications in Instagram, Facebook, Google Ads, Excel 2025, and Excel for Project Management.

JMU Marketing Department – Research Subdivision

Harrisonburg, VA

Student Researcher

January 2025-Present

- Beta testing an AI-powered consumer/market research platform under Dr. Janna Parker; qualitative interviews and analysis
- Conducting consumer behavior research; ideating questions, compiling and analyzing data, reading and editing literature

scratch pad. Advertising Agency

Harrisonburg, VA

Media Director & Agency Scribbler

August 2023-Present

- Facilitates social media and recruitment for JMU's student-run advertising agency; see @scratchpadjmu on Instagram
- Given private case of a large-scale company to develop a creative advertising campaign and strategy over the year, while implementing the given company's goals and conducting our own market research and analyzing our produced data
- Competes in the National Student Advertising Competition of the AAF (And placed 3rd in our district this past year!)

Barstool Sports – ItGirl

Remote

Viceroy/Account Manager

August 2023-Present

- Co-administrator of @ItGirl (previously @Chicks) Barstool-affiliated Instagram, TikTok, and X accounts
- Creates graphics and other engaging posts that have led to Instagram follower count surpassing 11k
- Understands and appropriately implements brand identity, while utilizing Meta performance data to drive content decisions
- Consistently and effectively communicates with, and follows directions, of Barstool HQ liaison

Delta Delta Delta, Gamma Tau Chapter

Harrisonburg, VA

PR Committee Member

July 2024-Present

- Aids in the digital communication between Tri Delta and the campus population, shareable media creation for 300 members

JMU Center for Global Engagement

Antwerp, Belgium

Study Abroad Student Assistant

September 2024-December 2024

- One of two student assistants to the program coordinator during the JMU Semester in Antwerp, Belgium program
- Organized students on excursions, assisted in logistics planning, supported struggling students and built cohort community

MINT Showroom*Market Week Intern*

New York, NY

February 2025

- Supported sales representatives by pulling and presenting collections to buyers, assisting with model styling
- Learned wholesale buying fundamentals by reviewing line sheets and observing how minor and major retailers select products based on trends and pricing
- Welcomed buyers, managed showroom organization, and merchandised products to enhance the buying experience

Chef Paul Barron, LLC.*Chef's Assistant & Media Assistant*

Madison, CT

June 2021-December 2024

- Ensures fine-dining experiences from 2-150+ attendees throughout MA, CT, and NY; including the NYC French Consulate
- Well-versed in food preparation, party catering, food running, and upscale event management; problem-solving/client mgmt
- Creates video and photo content for @chefpaulbarron social media accounts and website, growing IG to over 10k followers

JMU Student-Athlete Services*Tutor*

Harrisonburg, VA

September 2023-May 2024

- Tutored JMU student athletes in a variety of subjects, but most prominently, COB 204 Computer Information Systems

Badgley Mischka*New York Fashion Week Production Team Member*

Madison, CT

February 2024

- Preparation and execution of Badgley Mischka's Fall 2024 Collection Show as part of NYFW: The Shows,
- Organizing looks, checking in guests, and other miscellaneous tasks to assist the show's producer and Badgley Mischka's VP of Communications and Marketing

JMU Religion & Philosophy Department*Teaching Assistant*

Harrisonburg, VA

August 2023-December 2023

- Assistant to James Madison University's Academic Unit Head of Religion
- Communicates with students, scribes class notes, grades assignments, and edits audio transcription of class notes in preparation for publication

International Union of Operating Engineers Local 478*Administrative Assistant, Copy Editor, Event Photographer*

Hamden, CT

June 2019-August 2024

- Fulfills media-based member outreach duties; mass mailings, event programs, email blasts, social media, newsletter writing, web re-design to better UX and internal performance, photographs events including endorsement events with Gov. Lamont

FURTHER INFORMATION

Foundational Course Certificates (Completed and in the works): Excel, SQL, Bloomberg Market Concepts, SEO, PR, Illustrator, Photoshop, Salesforce, Hubspot Digital Marketing, Brand Design, Storytelling for Advertising Campaigns, Graphic Design Layout and Composition, Writing Ad Copy, Market Research: Qualitative, CITA Training. **Relevant Coursework:** Business Analytics I & II, Computer Information Systems, Integrated Marketing Communications, Consumer Behavior, Professional Selling, International Logistics, European Business Integration, Integrative Business: Management, Marketing, Finance, and Operations taken concurrently. **Dual Citizen** in U.S. and Ireland, therefore able to work in the U.S., U.K., and E.U.