

Lily Sykes

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Education

California Polytechnic State University, San Luis Obispo

Graduated March 2017

- Bachelor's Degree, Communications
- Related Coursework: Organizational Communication, Corporate Communication, Web and Print Publishing, Interpersonal Communication
- Public Relations Student Society of America (2015): first place in an ethics campaign competition at regional conference

University of Modena and Reggio Emilia, Italy

Summer 2015

Sales Related Experience

Marketing Intern

August 2016-Present

Miner's Ace Hardware, San Luis Obispo, CA

- Ace Rewards maintenance and Coupon ROI
- Point of contact for all seven store locations on sale days, verify and correct any sale issues
- Preparation of marketing materials such as signage and end cap design

Marketing Intern

October 2015-Present

Cal Poly Athletics, San Luis Obispo, CA

- Develop and implement marketing plans for multiple sports teams
- Execute game day operations and promotions by working off a script
- Work and communicate closely with other interns and faculty on the marketing team

SLO Blues for the Win: A Case Study on Persuasive Marketing Techniques

January 2017-March 2017

- Worked with local summer collegiate baseball team to increase college student attendance for my senior project
- Developed and administered a survey of 60 students using Google Forms and social media outreach
- Analyzed the data and made recommendations

Promotions Intern

May 2016-August 2016

San Luis Obispo Blues Baseball, San Luis Obispo, CA

- Assisted in execution of all gameday elements and worked several gameday operational positions
- Executed on-field and in-game promotions
- Fan liaison during games

Work Experience

Poly Escapes Frontline Assistant

October 2014-November 2016

Cal Poly ASI, San Luis Obispo, CA

- Assisted customers in picking out various outdoor equipment
- Used Class and Fusion softwares while ringing up customers
- Trained new hires in day-to-day operations and proficiency

Skills

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Dreamweaver
Microsoft Office applications (Word, PowerPoint, Excel, Outlook)