

# YASH LILLANEY

*Social Media Content Creator*

## PROFESSIONAL SUMMARY

Social Media Content Creator with 6 years of experience in elevating brand presence through strategic content development and digital marketing. Demonstrates expertise in project management, SEO optimization, and social media management, driving significant improvements in engagement and conversion rates. Passionate about crafting compelling narratives and leveraging analytics to optimize content strategy, aiming to further enhance brand recognition and audience interaction.

## EMPLOYMENT HISTORY

### SOCIAL MEDIA CONTENT CREATOR

Feb 2022 - Present

#### *Instagram*

- ◆ Launched robust Instagram presence with over 5,700 organic followers and a growth rate exceeding 15% monthly.
- ◆ Specialize in creating compelling motivational fitness content, resulting in four viral posts with each surpassing 1 million views and garnering approximately 100,000 likes.
- ◆ Evaluate data analytics to track and optimize key performance indicators (KPIs), achieving a notable 35% improvement in engagement metrics month to month.
- ◆ Developed and executed successful sponsored content campaigns with fitness brands, elevating brand recognition by 35% and achieving a 10% increase in conversion rates.
- ◆ Analyze social media data to identify key trends and optimize content strategy; implemented data-driven adjustments, resulting in a 30% increase in social media reach and a 25% boost in user engagement. Strategically built Instagram following to 5,700+ with 15% monthly growth; created viral fitness content exceeding 1M views, driving 35% improvement in engagement metrics.

### STORE ASSOCIATE

Dec 2019 - Present

#### *Liquor World*

*Cromwell, CT*

- ◆ Apply social media strategies to elevate the liquor store's online presence, resulting in a ~75% increase in followers and engagement.
- ◆ Crafted compelling content showcasing exclusive liquor offerings, limited-time promotions, and exciting events, driving a 20% increase in customer engagement and contributing to a 10% rise in overall sales revenue.
- ◆ Assess customer response to social media posts and create targeted messaging to inform future content.
- ◆ Provide exceptional customer service as a liquor store associate, achieving a 95% customer satisfaction rating through positive interactions, product knowledge, and effective problem resolution.
- ◆ Manage inventory and restocking activities, optimizing shelf organization and contributing to a 20% reduction in out-of-stock instances, ensuring a well-presented and fully stocked store environment.
- ◆ Guided and mentored new associates, providing comprehensive support and training to ensure successful onboarding and seamless integration into the team.

### SPORTSWRITER/EDITOR

Aug 2021 - May 2023

#### *STN Channel 2*

*West Hartford, CT*

- ◆ Coordinated the simultaneous management of projects, emphasizing accuracy in reporting, leading to a 30% reduction in required resources per project.
- ◆ Managed a 5-member team and aligned with two senior editors toward the successful production of articles.
- ◆ Conducted on-site reporting from sporting events, delivering compelling stories under tight deadlines, resulting in a ~15% increase in audience engagement.
- ◆ Spearheaded research and analysis of newsworthy events, trends, and issues, providing valuable insights that led to a ~10% growth in social media followers.
- ◆ Collaborated efficiently within network, fostering teamwork to produce high-quality content through shared ideas, research, and harmonized efforts.

## EDUCATION

### BACHELOR OF ARTS IN DIGITAL MEDIA AND JOURNALISM

May 2023

#### *University of Hartford*

*West Hartford, CT*

Relevant Coursework: Sports Broadcasting, Sports Journalism, Entrepreneurial Content Creation, Fundamentals of Journalism, News Media.

Activities: Student Television Network (Sportswriter) and Best Buddies International (Member)

## **SKILLS**

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Adobe Creative Cloud, Project Management, Social Media Management, Research, SEO Optimization, Podcast Production, Digital Marketing, Organization, Networking, Sports Analytics, Journalism.

## **LINKS**

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Portfolio : [lillaney3.wixsite.com](https://lillaney3.wixsite.com).