

YASH A. LILLANEY

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EXPERIENCE

Social Media Content Creator

February 2022 – Current

Instagram

- Launched robust Instagram presence with over 6,400 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.

Associate

December 2019 – Current

Liquor World | Cromwell, CT

- Apply social media strategies to elevate the store's online presence, resulting in a ~75% increase in followers and engagement.
- Crafted compelling content showcasing exclusive product offerings, limited-time promotions, and exciting events, driving a 20% increase in customer engagement and contributing to a 10% rise in overall sales revenue.
- Provide exceptional customer service as a 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

August 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

University of Hartford | Bachelor of Arts in Digital Media and Journalism | West Hartford, CT

Graduated: May 2023

- **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

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