LILLIAN RESNICK

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Portfolio: lillyresnick.marketingsalisbury.com

PROFESSIONAL SUMMARY

Senior marketing student at Salisbury University specializing in social media and advertising. Hands-on experience creating social content, promoting hospitality properties, engaging customers, and coordinating recruitment events. Seeking an entry-level social media coordinator or digital marketing opportunity.

RELEVANT EXPERIENCE

Marketing Intern | OCMD Getaways | *Summer 2026*

- Created and scheduled Facebook and Instagram content highlighting vacation rental properties, guest experiences, and seasonal promotions.
- Developed recurring social content including property spotlights, guest reviews, and direct-booking promotions.
- Supported marketing around Ocean City events and responded to guest inquiries and reviews to strengthen customer engagement.

Director of Continuous Recruitment (COB) | Delta Gamma, Salisbury University

- Coordinated ongoing recruitment outreach and events, communicating directly with prospective new members.
- Collaborated with chapter leadership on recruitment strategy and promoted chapter values through events and social media.

Merchandise Staff | Madd Merch | Oceans Calling & Country Calling Festivals

- Assisted customers with merchandise purchases and maintained organized displays in fast-paced festival environments.
- Delivered positive customer experiences while supporting high-volume event operations.

SELECTED MARKETING PROJECTS

Social Media Video Ad Challenge | Perdue Extra Protein Bites | Salisbury University

- Developed a short-form social video concept using a dog-perspective voiceover, attention-grabbing hook, product messaging, and call to action.

Personal Portfolio & SEO | lillyresnick.marketingsalisbury.com

- Built a WordPress portfolio showcasing marketing experience and projects; applied SEO and recruiter-focused website content.

EDUCATION

Bachelor of Science in Marketing | Salisbury University, Perdue School of Business | *Expected May 2027*

Focus: Social Media & Advertising

SKILLS

Social Media Content Creation • Facebook & Instagram • Content Scheduling • Digital Marketing • Branding • Customer Engagement • Event Promotion • Recruitment Outreach • WordPress • SEO • Team Collaboration