

LEADERSHIP ROLES & EXPERIENCE

The Temple Advertising Club (TAC)

Member of the organization's Executive Board

Art Director/Creative Officer

- Responsibilities: creating promotional material for posts for social media
- Required addressing DEI in creative
- Attended Ad agency crawls to learn insights about the industry's marketing and creative departments
- Designed the graphic image for TAC apparel merch

Senior Showcase Team: "Postcards from Home"

Klein College of Media and Communication Department of Advertising & Public Relation's Senior Showcase 2021

Co-Art Director/Creative

- A semester-long campaign created by a team of students selected by the department committee
- Objective was to develop the theme and materials for the annual career networking event for senior graduating students (*virtual due to COVID-19*)

The Asian Student Association (ASA)

Member of the organization's Executive Board

Chief Executive Creative Officer

- Responsibilities: creating digital and physical promotional material for events, leading events
- Redesigned logo for graphic use on social media, merchandise, uniforms, and celebration material

PROFESSIONAL EXPERIENCE

Assistant Store Manager | LOFT | Lancaster, PA

LOFT is a subsidiary of the retail fashion brand Ann Taylor

- Assisted store manager with general business operations, employee productivity/success, analyzed store metrics
- Focused on customer relations, clientelling, and event planning to improve customer relationships/conversion

Sales Supervisor | Michael Kors Outlet | Gettysburg, PA

Formerly a part-time Sales Associate (SA) for 2 years, promoted to a full-time management position, in role for 2.5+ years

- Oversaw and coached on the brand's identity, product knowledge, experiential-sales tactics, store operations, and communication to achieve objective KPI results
- Became leader of the store's annual physical inventory (PI) for 2 years, contributing to crucial detailed preparations
- Directed store floorsets and re-merchandizing moves to suit the store's clientele and visual directives
- Utilized creative marketing to promote the newest products while facilitating organic customer interactions

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EDUCATION

B.A. in Advertising

Concentration – Art Direction

Temple University (Philadelphia, PA)

Klein College of Media and Communication

Graduated *summa cum laude*; GPA 3.94 / 4.0 cumulative

AWARDS & RECOGNITION

AIGIA Philadelphia I DesignPhiladelphia Festival "APPEAR: A Juried Exhibition"

Emerging Designer Category | Branding section

Projects (2): "Headspace for Kids" for Headspace,
"Postcards from Home" for Temple University, Klein College

Graphis Institute Competition's Awards "2021 Graphis New Talent Annual"

Emerging Designer Category | Branding section

Project: "Break Free" for The North Face

The American Advertising Federation's Competition "American Advertising Awards" (ADDY Awards)

Poster Campaign Category | Gold Award Winner
Student Awards' District Two competition

Project: "Break Free" for The North Face
* automatically advanced to the national competition

Lew Klein College: Dean's List

Achieved numerous times (7), consecutive semesters
A GPA of 3.84 or higher is required

SKILLS & PROGRAM ABILITIES

Skill Strengths: Branding, Illustration, Experiential Design, Concept Development, Guerrilla Marketing, Iconography, Communication, Detail-Oriented, Resourceful, Organic, Fashion, Travel, Luxury, Hospitality, Service

Adobe Creative: Illustrator, Photoshop, Lightroom, InDesign

Social Media: Instagram, TikTok, Facebook, Snapchat, Youtube, Pinterest, X (Twitter)

DEC 2019
– JULY 2024

AUG 2024
– PRESENT

AUG 2018
– DEC 2021

2023

2021

2021

2018
– 2021