

# Lilly Lo

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*Ambitious with hands-on experience in social media management, content creation, and graphic design. Passionate about storytelling, inclusive communication, and creating high-impact visual content that engages diverse audiences.*

## EDUCATION

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University of California, Davis  
Majors: Bachelor of Arts in Communications and Psychology

**Graduation: June 2025**

## EXPERIENCE

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### FACILITIES MANAGEMENT UC DAVIS

Social Media and Communications Intern

**Davis, California**

*August 2024–Present*

- Design branded digital graphics for TherMOOstat using Adobe Creative Suite, Canva, and Figma, ensuring consistent visual identity and consistency with UC Davis Brand Guidelines.
- Conduct social media audits and trend analysis to implement data-driven strategies to increase engagement and awareness across platforms.
- Collaborate with engineers, design interns and management to create content that enhances brand messaging to UC Davis students, faculty, and staff.
- Manage content planning, scheduling and distribution across social media platforms (Instagram, Youtube Twitter, and Facebook).

### AGGIE STUDIOS, ASSOCIATED STUDENTS OF UC DAVIS

Reporter and Project Director

**Davis, California**

*September 2022–Present*

- Lead production of promotional videos, short-form content, and interviews for UC Davis' ASUCD, resulting in increased visibility and follower growth on Instagram and YouTube.
- Serve as on-camera host and voice-over talent; featured in UC Davis Admissions prospective promotion reels, Entertainment Council, and Recreation Club Sports- improving engagement by 50k viewership.
- Coordinate project timelines, team meetings, and post-production edits to ensure high-quality content under tight deadlines.
- Professionally represent UC Davis through inclusive storytelling and advocating for student centered content

### UC DAVIS ATHLETICS, UC DAVIS

Sports Media Creative Content Intern

**Davis, California**

*September 2024–Present*

- Capture and edit high-quality images for UC Davis Division I Soccer, Volleyball, and Basketball teams, ensuring visual content aligned with team branding and media standards.
- Develop expertise in sports media production in fast-paced, dynamic environments.
- Work under high-pressure, fast-paced game environments to deliver timely and engaging visuals
- Build and maintain professional relationships with athletes, coaches, and staff, upholding confidentiality and authenticity in all visual content.

## ACTIVITIES

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Social Media Manager and President- MOBility Dance Team and Cleftomaniacs Acapella  
Research Assistant- Virtual Interaction & Communication Technology Lab (VICTR)  
Tour Guide and Orientation Leader- UC Davis Undergraduate Admissions