

# Naomi Lilly

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## EDUCATION

**Johns Hopkins University, Baltimore, MD (2021-2023)**

**Program:** MBA-MA Dual Degree in Communications

**Honors:** Washington DC Inno's 25 Under 25, Watch the Yard Notable Founder, Delta Sigma Theta Sorority, Inc., MLT Career Prep Participant, Duke University Media and Entertainment Board Advisor, Hootsuite Enterprise Certification, 2024 ADCOLOR FUTURES Participant, Y11 New Inc Participant

**Duke University, Durham, NC (2016-2020)**

**Program:** BA African & African American Studies

## WORK EXPERIENCE

**Director of Marketing, Girls for Gender Equity, Brooklyn, NY**

Jan 2023 – Present

- Leveraged data analytics and CRM tools (e.g., Hootsuite, Looker, Jira, Mailchimp, Give Gab) to streamline decision-making processes, reducing internal meetings by 50% and optimizing resource allocation for advocacy campaigns.
- Managed a team of three including the organization's Deputy Director of Marketing, Copywriter, and Graphic Designer.
- Transformed GGE's social media engagement, achieving a 135% month-over-month increase within six months through a strategic overhaul on Instagram, X (formerly Twitter), YouTube, Medium, and Facebook.
- Managed a six-figure marketing budget to execute influential campaigns, briefs, conferences (e.g., CultureCon), and youth-focused initiatives, aligning these efforts with broader grassroots organizing goals and maximizing impact across diverse audiences.
- School-Dress Code Reform: Worked alongside Policy and Advocacy teams to organize a group of GGE alumni and youth to attend hearings about dress code reform language throughout New York City. Designed and distributed GGE's third dress code reform [report](#).
- Manage and track all press placements for the organization, including placements in [Chalkbeat New York](#), [Ms. Magazine](#), [Yahoo! News](#), and more.

**Director of Marketing, Sincerely Yours, Remote - Contract**

February 2025 – May 2025

- Designed and executed marketing strategies for artists, including social media calendars, platform-specific cadences, copywriting guidance, and content production requirements.
- Created branded digital content using Adobe Creative Cloud and CapCut to support campaign rollouts and artist storytelling.
- Drafted comprehensive marketing plans for new music releases, including creative concepts, rollout timelines, influencer seeding strategies, and visual content ideas.
- Secured playlist placements on *Spotify* (New Music Friday Canada, Fresh Finds R&B, Mood Ring, Butter) and pitched artist campaigns to key industry stakeholders, including *Vydia*, *Spotify*, and *Apple Music*.
- Managed media outreach and helped secure artist press placements in [Billboard](#), [Ones to Watch](#), [Global Grind](#), [Black America Web](#), [Power 107.5](#), [Vann Digital](#), and [Limitless](#).
- Authored "Brand Bibles" for artists outlining their digital identity, including bios, visual mood boards, creative themes, and styling references to guide cohesive social presence.
- Developed onboarding documents for new employees, including company structure, artist overviews, and key stakeholder responsibilities.
- Conducted a 30-day social media audit for the Sincerely Yours brand, identifying high-performing content and providing recommendations for improved engagement.
- Contributed to significant growth metrics, including over 27,520 new streams, 3,700+ new Spotify/Apple Music followers, and 52K+ Instagram views with 930+ interactions during tenure.

**Brand Management & Creative Strategy, DonYé Taylor, Remote**

November 2024 – Present

- Designed compelling brand strategy decks, briefs, and one-pagers for Topicals, ensuring brand storytelling aligned with their core identity.
- Supported creative development for TV show pitches, providing strategic visual assets that enhanced pitch presentations.
- Assisted in business development initiatives, refining client materials and proposals to strengthen brand positioning with brands like Adobe, Shea Moisture, Mielle Organics, and more.
- Designed and executed a social campaign reimagining love languages for creatives, shifting focus from transactional to communal love – featuring industry leaders Erika Bennett, Sierra Arena, Cjay Sire, and Smino in an engaging multimedia content series.

**Marketing Campaign Lead, TurnUp Activism, Remote**

May 2023 – Present

- Cultivated campaign strategy and led a national awareness campaign aimed at increasing voter registration, managing a distributed team of organizers with over 4,000 youth voters. Campaign highlights include designated voter registration drives, youth voting presentations, and local call center collaborations.
- Increase social media following by over 1,000 people in a span of three months based on revised social calendar content and updated graphics.
- Increased TikTok engagement by 968% based on a series titled "Three Things You Missed In The News This Week," where users are given a brief synopsis of three pieces of national news related to national and local election cycles.
- Sourced, negotiated, and developed contracts and legal language for over 50 influencers including Deja Foxx, Blair Imani, Feminist, and more.

**Founder and CEO, NAL Media, Remote**

July 2019 – December 2024

- Led the end-to-end development and management of a mobile app using Figma, delivering the product from concept to launch within three months, using agile methodologies to meet key milestones and deadlines; Created relevant AI algorithm to inform matches for creatives in media.
- Established strategic partnerships with major brands like YouTube, Target, and Amazon Music, creating growth opportunities and ensuring alignment with long-term business goals.
- Managed a team of three, including the Director of Marketing, UI/UX Director, and company Co-Founder.
- Secure press placements regarding company progress in [Watch the Yard](#), Target, and [The Source Magazine](#), among others.
- Developed and managed creative success programs, including sponsorship and mentorship initiatives, contributing to the expansion of a 2,000+ member community of diverse creative professionals.
- Secured \$230,000 in funding, managing investor relations and budget allocation for team salaries and product development, ensuring long-term financial stability and growth.

**Program Manager, Depop, New York, NY**

March 2021 – January 2022

- Oversaw financial forecasting for weekly gross merchandise value (GMV), consistently maintaining over \$339,438.50 in revenue, supporting the growth and sustainability of small business sellers.
- Developed and presented key insights on new product launches and their anticipated impacts on U.S., UK, and AU markets, ensuring alignment with seller needs and fostering community trust.

- Used Looker and Excel to create seller charts and multiple criteria lookups to monitor seller growth and inform future events dedicated to increases in overall GMV.
- Organized grassroots community by collaborating with and sourcing 3,000+ sellers, providing strategic account management and growth tactics in four-month cycles, and fostering long-term partnerships and engagement within the seller community. Supported all Slack communication with sellers regarding community events, support requests, and general questions.
- Led cross-functional collaboration with CX, Product, Marketing, and Social teams to execute Depop's inaugural Hispanic Heritage Month activation in the U.S., focusing on coalition building with Latinx creators, influencers, and community organizations. This grassroots outreach and influencer partnership strategy resulted in significant participation and visibility.

**Senior Analyst, Forbes Tate Partners, Washington, DC**

September 2020 – March 2021

- Managed five client teams across California, Ohio, and Washington, DC, overseeing briefs and media and advocacy strategies for creative agencies and lobbyists, ensuring the execution of grassroots campaigns and press direction. Relied on Excel tables to track project completion and monitor cross-functional team assignments.
- Live Events: Directed a team of three to plan and implement the [#SaveLiveEventsNow](#) campaign for Live Nation Entertainment, successfully advocating for the passage of the Save Our Stages Act. Mobilized field organizers and coordinated Congressional outreach, benefiting over 12.5M workers impacted by COVID-19 shutdowns.
- Streamlined social media and branding toolkits using Photoshop and Illustrator for grassroots organizers and lobbyists representing Molina Healthcare and IAMALS, ensuring cohesive messaging and advocacy efforts across multiple platforms.
- Led the development of social media posting schedules for clients, ensuring consistent messaging across Facebook, Instagram, and X, aligning with broader advocacy and campaign goals.

**Technical Skills:** Microsoft Office Suite, Final Cut Pro X, Adobe Premiere Pro, Adobe Photoshop, Adobe After Effects, Adobe Illustrator, Canva, Keynote, Constant Contact, Quorum, Benchmark, Bandsintown, Sprout Social, CrowdTangle, Hootsuite, Asana, Looker, Cision, Notion, Trello, Airtable, Every Action, Capcut