

LUA RILEY

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EDUCATION

Temple University

Philadelphia, PA

BA in Advertising with a concentration in Account Management

2020

- Graduated Cum Laude
- Member of Temple Ad Club and Esports Club

Minor in Business

PROFESSIONAL EXPERIENCE

Diamond Edge Communications

Philadelphia, PA

Account Manager

August 2020 – December 2020

- Led a 4-person team in the creation and implementation of an advertising campaign for a national allergen-free food manufacturer, valued at approximately \$30,000. Utilized website analytics to increase traffic by 80%, resulting in a significant increase in sales.
- Led a 5-person team in the creation of a comprehensive marketing campaign for a national automotive company, and presented to marketing executives at their national headquarters.
- Created multi-platform advertising campaigns tailored to best promote clients in all relevant channels of communication (print, video, website, social media, out of home).
- Hosted 2 - 3 weekly client and team meetings to generate ideas, review work product, and ensure objectives are being met.
- Maximized performance of campaigns through usage of analytics, including Google Analytics platform.

Geeta Productions

Founder and President

May 2018 - Present

- Designed and launched my own website, gaining proficiency in Wordpress, InDesign, and Adobe Photoshop
- Wrote and published articles and hosted streams discussing esports marketing, on topics such as how fanbases are built, what makes successful content, and how esports teams need to build their brands as the industry expands.
- Produced and hosted a game show including scouting and recruiting small content creators to participate.
- Developed a system using Google Analytics to determine consumer response to different types of content to inform future content creation and marketing campaigns
- Successfully scouted and recruited 5 different artists to create artwork for relevant use on the site

Talula's Garden

Philadelphia, PA

Lead Food Runner

August 2019 – November 2021

- Ensure an optimal guest experience while serving dishes to 400+ guests per day in a fast-paced, upscale dining environment.
 - Knowledgeably recommend menu items from a menu of 20+ items based on customer preferences, including upselling complementary dishes and beverages.
 - Negotiate and resolve issues and customer concerns to ensure efficient, personalized service.
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Skills

- Adobe Creative Suite including Premier Pro, Photoshop, and Illustrator
- Microsoft Office Suite including Powerpoint, Excel, Word, and Outlook
- Certified in Google AdWords and Google Analytics
- Proficient in data software such as R-Studio
- Certified in Hubspot Sales Software
- Proficient in navigation of Slack and similar communication tools