

Lillian

M C C O R M I C K

P U B L I C R E L A T I O N S
C O N T E N T C R E A T O R

E X P E R I E N C E

LILLIAN MEDIA 2017 - Present

My Personal Freelance Company
Photographer and Videographer

- Client: *Independence Place Organization*
 - Discovering new ways to event coverage
 - maintaining compliance with privacy laws when working with special needs adults
 - Directing other photographers within organization
- Client: *Trussville Chambers of Commerce*
 - Facilitates photo and video coverage for Trussville Chambers of Commerce events
 - monitoring editing of photos and videos to ensure high-quality product
- Client: *Ogeechee Riverkeeper*
 - Collaborating with the Riverkeeper to create educational videos for outreach program
 - Creating infographics and other posts for social media platforms
- Client: *Savannah Tree Foundation*
 - Advising on rebranding of website and social media
 - Heading up several short video projects to highlight successful tree planting sites

VALLO VISION NEWS 2021- Present

Digital Reporter

- Created still photos for articles to maximize coverage
- Authored several articles with a variety of topics relevant to readers
- Edited articles to adhere to AP style and ensure clarity in writing

THE WORLD GAMES ORGANIZATION 2022

Digital Media Intern

- Managing several creative projects
- Creating designs for digital and print publications put out by The World Games Organization
- Developing marketing strategies to improve consumer interactions
- Updating The World Games website

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E D U C A T I O N

Bachelor of Science Degree, Expected Graduation May 2023

UNIVERSITY OF MONTEVALLO

- Major: Mass Communications
- Minor in Public Relations and Studio Art
- Sports Information Dept (Student Asst)
- Women's Lacrosse Team
- Dean's List

S K I L L S

- Adobe Suite: Premiere Pro, Photoshop, Illustrator, InDesign, Lightroom, After Effects
- Convergent media style: print, broadcast, social and digital writing
- Writing and editing in AP style
- Social Media Analytics for Facebook, Instagram business pages, and Twitter insights
- Social Media Platforms: Youtube, Vimeo, TikTok, Instagram, Twitter, LinkedIn
- Web Production: WordPress
- Camera Operations: In-studio, field, and still photography
- Sound Design: In-studio, field sound, editing with software
- Camera Operations: DSLR cameras, film cameras on 35mm and 16mm
- Microsoft Office: Excel, Word, Powerpoint
- 360 video creation and StorySphere
- Professional: Public Speaking, Collaboration, Organization
- Certification: Poynter Newsroom Readiness