

# Lillian

MCCORMICK

PUBLIC RELATIONS  
CONTENT CREATOR

## EXPERIENCE

### 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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## EDUCATION

*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

## SKILLS

- 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