

LUCY LOR

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EDUCATION

University of Wisconsin - Madison

Bachelors of Science, Consumer Behavior and Marketplace Studies

September 2020 - May 2025

PROFESSIONAL EXPERIENCE

Office for Student Organizations, Leadership & Involvement at the University of Wisconsin - Madison Madison, WI, USA

Marketing Intern

September 2024 - May 2025

- Co-led the SOLI rebrand rollout by developing multiple name-change announcement concepts, presenting options, iterating on feedback, and securing approval for campus-wide use.
- Branded and launched the RSO Print & Resource Center with welcome signage, banners, directional posters, and tote bag mockups that increased visibility and foot traffic.
- Built Wiser Advisor newsletter campaigns by optimizing subject lines and visual hierarchy to boost open and click rates.
- Designed digital and print assets supporting programs for 45,000+ students, ensuring messaging was inclusive and student-centered.

StudentPrint

Madison, WI, USA

Marketing Director

September 2023 - September 2024

- Directed a 9-person marketing department divided into Outreach, Social Media, and Graphic Design teams, each with a lead who reported to me. Oversaw planning, approved motions, and ensured alignment across units.
- Led a brand refresh by creating logos, templates, and guidelines that restored recognition and trust on campus.
- Executed integrated campaigns across social, email, and print, driving a 20% increase in custom order inquiries.
- Partnered with student orgs and local businesses, including After8 Productions, to co-create campaigns that expanded community reach.

StudentPrint

Madison, WI, USA

Marketing Intern

May 2023 - September 2023

- Increased sales by 24% during peak promotions by developing targeted social strategies on Instagram and LinkedIn.
- Designed seasonal graphics and email flows in Eloqua and Mailchimp to drive awareness of back-to-school and holiday offers.
- Implemented Eloqua training and workflows to improve segmentation, targeting, and reporting for campaigns.
- Coordinated with production teams to ensure print and digital assets launched on schedule for campus events.

PROJECTS & OUTSIDE EXPERIENCE

Wisconsin alpha Kappa Delta Phi International Sorority, Inc.

Madison, WI, USA

Public Relations

December 2022 - May 2024

- Rebranded chapter Instagram for recruitment with a new visual theme that increased applications and engagement.
- Produced Women's History Month storytelling series, Hmong Heritage and APIDA Month content, and a Violence Awareness initiative that elevated cross-org collaboration.
- Directed and edited the new member reveal video in Adobe Premiere Pro, boosting chapter visibility through digital storytelling.
- Strengthened community engagement by designing branded campaigns and managing content schedules in alignment with partner orgs.

Selected Projects

Madison, WI, USA

Academic Group Collaborations

September 2024 - May 2025

- The Middle Six*: Co-designed a gamified sales bootcamp concept using consumer psychology and measurable outcomes for executive training.
- Upper90 Digital Strategy*: Developed a Facebook and LinkedIn playbook with content guidelines, targeting strategies, and analytics measures to engage niche sports communities and sponsors.

SKILLS

Skills: Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere Pro), Canva (expert), CapCut, Wix, Meta Business Suite, Mailchimp, Eloqua, Google Analytics, Microsoft Excel, PowerPoint, Google Workspace (Docs, Slides, Sheets), Hmong (native)