

LILY

De

LUNA

MARKETING SPECIALIST WITH 5+ YEARS OF EXPERIENCE ACROSS CROSS DIVISIONAL, MULTI-BRAND DEPARTMENTS.

RESUME

EDUCATION

- MASTERS OF BUSINESS & SCIENCE
- F.I.T. Fashion Institute of Technology / 2028 - 2029
- MASTERS OF BUSINESS & SCIENCE
- Rutgers Business School / 2028 - 2029
- BACHELORS IN SCIENCE
- Rutgers University New Brunswick / 2028 - 2029

SKILLS



EXPERIENCE

- FLORA ZHAI | 2021-2026
- Digital Marketing Consultant | Consumer Products Division US
- FK TWIGS, DOJA CAT,
- L'ORÉAL GROUP | 2023-2025
- Assistant Manager | Consumer Products Division US
- MANAGED END-TO-END CREATIVE PRODUCTION AND ASSET OPERATIONS ACROSS MULTIPLE L'ORÉAL BRANDS, PARTNERING CROSS-FUNCTIONALLY WITH MARKETING, BRAND CREATIVE, STUDIOS, CONTENT, AND PRODUCTION TEAMS TO DELIVER HIGH-VOLUME DIGITAL CAMPAIGNS ON TIME AND ON BRIEF.
 - LAUNCHED THREE HIGH-VISIBILITY DEI CAMPAIGNS, INCLUDING MAYBELLINE FIT ME DIVERSITY, GARNIER AANHPI MONTH, AND GARNIER CARAMELOS LATINX, SUPPORTING CULTURALLY RELEVANT BRAND STORYTELLING AND AUDIENCE ENGAGEMENT.
 - SUPPORTED THE GEN Z REBRAND OF THAYERS WITCH HAZEL TONER HERO SKU, COORDINATING CREATIVE ASSETS AND LAUNCH EXECUTION TO MODERNIZE BRAND POSITIONING FOR A YOUNGER CONSUMER AUDIENCE.
 - LED RELAUNCH AND CREATIVE REFRESH INITIATIVES FOR 100+ PRODUCTS ACROSS L'ORÉAL PARIS, GARNIER, MAYBELLINE, AND ESSIE SPANNING MAKEUP, SKINCARE, HAIRCARE, HAIR COLOR, AND NAIL CATEGORIES.
- L'ORÉAL GROUP | 2021-2022
- Junior Marketing Associate | Consumer Products Division US
- OVERSAW ASSET TRAFFICKING AND POST-PRODUCTION WORKFLOWS FOR DIGITAL ADS, PDP/ECOMMERCE CONTENT, SOCIAL MEDIA, AND WEB ASSETS, ENSURING BRAND CONSISTENCY, QUALITY CONTROL, AND TIMELY DELIVERY.
 - MANAGED IN-HOUSE STUDIO SCHEDULING, PRODUCTION CALENDARS, SAMPLE PROCUREMENT, AND ON-SET LOGISTICS TO SUPPORT EFFICIENT PHOTO AND VIDEO SHOTS.
 - MAINTAINED DIGITAL ASSET MANAGEMENT (DAM) COMPLIANCE THROUGH FILE NAMING GOVERNANCE, ARCHIVE MANAGEMENT, FINAL ASSET MIGRATION, AND LIFECYCLE ORGANIZATION OF PRODUCTION MATERIALS.
 - PARTNERED WITH STAKEHOLDERS TO TRANSLATE BRIEFS, KPIS, AND FEEDBACK INTO CREATIVE DELIVERABLES THAT DROVE MEASURABLE BUSINESS OUTCOMES.
- NEW YORK EMBROIDERY STUDIO | 2020-2021
- Marketing Manager | Consumer Products Division US
- COACH TV CAMPAIGN WITH MEG THE STALLION & MICHAEL B. JORDAN DESIGN & REBRAND (2021)
 - JILL BIDEN'S INAGUARATION COAT
 - THOM BROWNE
 - RALPH LAUREN PATCHWORK
 - COSTUME DESIGN FOR THE MARVELOUS MRS. MAISEL