

# Lora (Evyn) Butler

MARKETING & MANAGEMENT MAJOR

LIPSCOMB UNIVERSITY

## CONTACT

- 252.955.2592
- contact@evynmedia.com
- Nashville, Tennessee

## CERTIFICATIONS & HONORS

- NASBA Ethical Leadership Certification
- Bloomberg Market Concepts Certification
- Becker Microsoft Excel Fundamentals + Data Analytics Certification
- Bloomberg Finance Fundamentals Certification
- National Society of Leadership and Success

## SKILLS

- Content Strategy
- Copywriting
- Social Media Management
- Adobe
- Marketing Research
- Campaign Planning
- Excel and Data Analytics
- Slab
- Canva
- Asana



## PROFILE

High-performing business undergraduate seeking hands-on experience in brand development, data-driven strategy, and team leadership.



## EDUCATION

**Lipscomb University** **Nashville, TN**  
Bachelor of Business Administration  
Graduation: May 2027  
*Dual Major: Marketing & Management*



## EXPERIENCE

**Olivia Management -** **Nashville, TN**  
**Artist Management Intern**

*August 2026 - Present*

- Support artist management and tour marketing through show promotion, press outreach, and day-to-day administrative tasks
- Track ticket sales, update tour information in internal systems, and assist with show advancing and artist inventory

**Sky3 Entertainment- Social Media &** **Nashville, TN**  
**Entertainment Managment Intern**

*May 2026 -August 2026*

- Create, schedule, and publish content across multiple verified social media accounts, including Facebook, Instagram, X, and LinkedIn
- Develop graphics, reels, stories, captions, and promotional materials for artists, events, and nonprofit initiatives
- Assist in the execution of digital marketing campaigns, event promotions, and fundraising initiatives



## VOLUNTEER EXPERIENCE

**AMERICANA FEST Festival Volunteer**

*September 2026*

- Supported festival operations and assisted with on-site event activities across AMERICANAFEST
- Assisted with artist and event needs while helping create a smooth experience for attendees and industry professionals