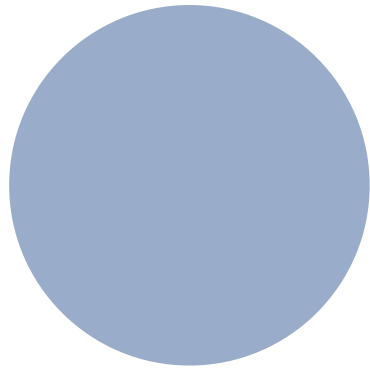


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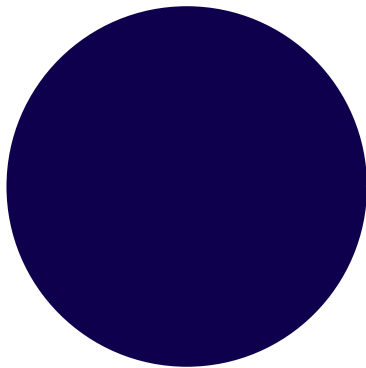
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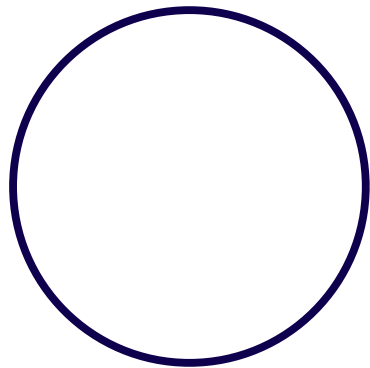
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LYLA EDWARDS



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Best,

Lyly Edwards

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Education

Auburn University | Auburn, AL
Bachelor of Arts in Public Relations

May 2025

- Minor: Business
- Major GPA: 3.78

Experience

Botanic | Opelika, AL
Marketing Intern

May 2024-Present

- Create strategic social media content calendars to promote upcoming events, new menu items, and products
- Assist in the execution of events and digital marketing through creative content creation, designing website graphics, and day-of photography, leading to sold out events of 500+ attendees
- Generate monthly reports on social media metrics to analyze the success of each post
- Produce weekly newsletters through Mailchimp, informing 13,000+ contacts on upcoming events, menu changes, and new products leading to a 9% increase in click rates over 60 days

The Oaks Agency | Auburn, AL
Director of Account Management

December 2023-Present

- Led ten account managers in managing their individual team, producing quality work, and maintaining professional communications to best represent the agency
- Directed the execution and planning of client meetings, contracts, payment, and general account operations
- Created an Account Management Handbook to serve as a resource for account managers to reference on general agency operations and expectations

Involvement

Public Relations Student Society of America | Auburn, AL
President

December 2023- Present

- Planned and executed bi-weekly meetings consisting of networking opportunities, guest speakers, and industry specific workshops to give members professional resources
- Introduced a Public Relations Committee to advance the online presence and provide involvement opportunities for members, leading to a 44.5% increase in accounts reached on Instagram over 90 days

Auburn University Panhellenic Council
Head Recruitment Computer Analyst

December 2023- Present

- Trained chapter members and recruitment counselors on detailed recruitment processes and operations
- Implemented Release Figure Methodology procedures to maximize bids, chapter preferences, and Potential New Member preferences throughout each round of Primary Recruitment

Kappa Alpha Theta | Auburn, AL
Member

August 2021- Present

- Led new member class of 2022 as a Member Education Assistant to produce strong connections between new and existing members
- Implemented recruitment data processes as a member of Recruitment Data Committee to ensure accuracy of recruitment parties and voting processes

Beat Bama Food Drive | Auburn
Committee Member

September-December 2023

- Collected food donations throughout neighborhoods and on-campus locations during seven-week fundraiser period to amplify fundraising efforts for The Food Bank of East Alabama