

# Lily Evans

Franklin, Tennessee 37067 • (325) 386-8760

lily.r.evans04@gmail.com • <https://www.linkedin.com/in/lily-evans-a6148b266/>

## EDUCATION

---

**The University of Tennessee**, Tombras School of Advertising and Public Relations

Knoxville, TN

*Bachelor of Science, Communications*

Graduation: May 2026

Major: *Advertising* Minor: *Graphic Design and Business Administration*

Cumulative GPA: 3.5/4.00

## WORK EXPERIENCE

---

### **Ramsey Solutions**

Franklin, Tennessee

*Social Media Specialist*

May 2024 - January 2026

- Contributed to a social media team that grew audiences by an average of 330K followers per month across five platforms for Dave Ramsey and six NYT best-selling personalities, driving brand visibility and engagement.
- Supported \$200K in attributed revenue through influencer-driven campaigns and management of social accounts for two additional Ramsey product brands, aligning content with business objectives.
- Developed a 6-month Gen Z social media strategy for the company's flagship digital product, combining audience insights with content innovation to strengthen future market reach.

### **The Purple Butterfly**

Franklin, Tennessee

*Social Media Coordinator*

May 2023 - August 2023

- Collaborated with store owners to build and launch a social media strategy showcasing children's clothing and accessories during the boutique's early growth phase.
- Developed posting guidelines and a content calendar, ensuring a consistent brand voice and optimized posting cadence across platforms.
- Produced original photo and video content for social channels, contributing to brand storytelling and audience engagement during the store's launch period.

## CAMPUS INVOLVEMENT

---

### **Adam Brown Social Media Command Center**

*Social Media Strategist*

August 2024 - Present

- Coordinated social media analytics and monitoring at The Adam Brown Social Media Command Center (ABSMCC), leveraging Sprinklr technology to analyze audience sentiment, engagement, and digital reach.
- Utilized enterprise-level social listening tools to generate insights on brand performance and public perception, supporting data-driven communication strategies.
- Collaborated with cross-functional teams to translate social media data into actionable recommendations, aligning findings with organizational goals and digital best practices.

### **Alpha Omicron Pi Sorority**

January 2024 - December 2024

*Vice President of Membership Integrity*

- Educated members on personal responsibilities and behavioral expectations outlined in AOII Governing Documents and Chapter Bylaws, promoting accountability and integrity within the organization.
- Modeled exemplary conduct and led educational initiatives to strengthen communication, uphold standards, and foster a positive chapter culture.