

LILA DAVENPORT

Marketing Coordinator

@ CONTACT

- ✉ Contact via LinkedIn
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- 📍 Knoxville, TN
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🎓 EDUCATION

B.S.
Communication and Marketing
University of Tennessee at Chattanooga
📅 August 2021 - May 2025
📍 Chattanooga, TN
📊 3.7/4.0

- Awards**
- Deans List, Spring 2022- Spring 2025

★ CERTIFICATIONS

- Meta Certification
- HubSpot Inbound Marketing Certification
- Hubspot Social Media Marketing Certification
- Stukent Social Media Simternship
- Stukent Digital Marketing Simternship
- Stukent Consumer Behavior Simternship

👤 WORK EXPERIENCE

Social Media Marketing Intern Czech Yourself Marketing

- 📅 May 2024 - December 2024 📍 Knoxville, TN
- Assisted in content creation, scheduling, and engagement across multiple social media platforms for several different clients.
 - Conducted research on industry trends and helped develop creative marketing strategies.
 - Assisted in planning and executing marketing campaigns, tracking progress, and generating performance reports, contributing to a 20% increase in campaign effectiveness.
 - Facilitated brainstorming sessions and community engagement initiatives, leading to increased engagement for four small businesses in Knoxville.

Freelance Marketing

- 📅 June 2024 - current 📍 Knoxville, TN
- Facilitated collaborative brainstorming sessions, resulting in 40+ compelling content initiatives that amplified client goals.
 - Secured 7 clients through networking and cold calls, generating an increase in revenue and engagement while effectively managing a full caseload.
 - Successfully led marketing campaigns, increasing customer acquisition all within 3 months.
 - Developed and launched my first Instagram post for freelance clients, driving a 75-131% engagement increase over previous in-house efforts.

Influencer Marketing

- BLNK CNVS Presents**
📅 October 2024 - January 2025 📍 Virtual
- Executed social media marketing strategies to promote a New Years Eve live music event in Nashville, TN which resulted in a sold out show and extensive audience engagement.
 - Virtually collaborated with the marketing teams based out of Miami, FL and New York, NY to create engaging posts, stories, and reels which were tailored to target demographics on Instagram.
 - Monitored trends and activity in the live music space to adjust strategy for optimal results which proved to be successful.
 - Achieved 100% compliance with the company posting schedule and requirements while also incorporating person style and creativity.

Marketing Coordinator for Nonprofits and Live Events

- UTC**
📅 August 2023 - May 2025 📍 Chattanooga, TN
- Captured engaging footage at local live music events, promoting shows and showcasing unique venue styles to boost attendance and attract the desired crowd.
 - Managed social media for a local nonprofit, enhancing brand presence and driving participation in adult literacy programs and educational summer camps via marketing campaign.

VIP Coordinator Assistant

- The Caverns**
📅 November 1-5, 2023 📍 Pelham, Tn
- Collaborated and communicated effectively with Sofar Sounds staff to ensure VIP areas were set up and maintained to a high standard throughout the event.
 - Curated marketing signage, assembled gift bags and promotional fliers for over 600 VIP guests ensuring all items met event specifications and guest expectations.
 - Used communication skills to direct and greeted VIP guest upon arrival, providing a high level of customer service and a seamless entry experience.