

## Lillian Beirne

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Communications and marketing professional who enjoys creating clear, audience-focused content and bringing projects from idea to execution. Experienced collaborating with clients and teams to deliver thoughtful, high-quality work while managing multiple priorities. Known for strong organization, attention to detail, and a commitment to producing polished, consistent communications.

### Relevant Experience:

#### Small Business Development Center

Rock Hill, SC

*Consulting Intern*

August 2025 - April 2026

- Planned and executed digital marketing initiatives for multiple small business clients across social media, web, and digital platforms, coordinating campaign elements from concept through launch.
- Collaborated directly with business owners to develop, review, and refine marketing content and communication materials, ensuring clarity, consistency, and alignment with client objectives.
- Designed and optimized client websites, implementing SEO strategies and usability improvements to increase visibility and engagement.

#### Client Marketing Project Via Winthrop University

Rock Hill, SC

*Baxter Mill Archive*

January 2026 - April 2026

- Developed content and communication strategies for a historic home furnishings brand, creating audience-focused recommendations to increase brand awareness and stakeholder engagement.
- Designed multi-channel marketing recommendations, including LinkedIn content, email marketing strategies, and partnership opportunities with architects, designers, and preservation organizations.

#### Client Marketing Project Via Winthrop University

Rock Hill, SC

*York County Natural Gas Authority*

September 2025 - December 2025

- Led an award-winning marketing research project analyzing customer insights to inform digital marketing and website engagement strategies for a public utility client.
- Designed and analyzed 120+ customer surveys using Qualtrics and SPSS, translating statistical findings into actionable recommendations that improved website usability and customer outreach efforts.

### Education:

#### Winthrop University, Rock Hill SC

Fall 2024 - Spring 2026

*Bachelors in Business Administration, Marketing Concentration*

GPA: 3.9

- Relevant Coursework: Digital Marketing and Promotion Management, Marketing Research, Consumer Behavior, Marketing for Global Competitiveness, Marketing Strategy, Advanced Microsoft Excel
- Honors and Awards: President's List Spring 2025, President's List Spring 2026

### Skills:

- Marketing campaign planning and execution
- Data analysis and customer research supporting data-driven marketing decisions
- Project coordination and timeline management
- Microsoft Office Suite (Excel, PowerPoint, Word)
- Canva design and branded content creation

