

# LILY SOURYAPHANH

## AREAS OF EXPERTISE

Web Content Management  
Social Media Strategy  
Web Content Strategy  
Copywriting

## TECHNICAL SKILLS

Efficient in Wordpress  
Efficient in Big Commerce  
Efficient in Microsoft Office  
Competent in Photoshop  
Competent in Google Analytics  
Competent in Google Tag Manager  
Competent in Google Marketing Platform  
Competent in Shopify & Squarespace  
Competent in HTML  
Competent in CSS  
Competent in JavaScript  
Visit <https://www.lilyso.net/> for my full list of technical skills

## EDUCATION

Full Stack Web Development  
University of Sydney Coding Boot Camp  
2022

Braze Certified Digital Strategist 2023

## CONTACT ME

Mobile: 0425244796  
Address: 47 Park Road Carlton NSW 2218  
Email: LSOURYAPHANH@GMAIL.COM

## CAREER HISTORY

*Penguinwolf*

### Web Developer

December 2023 - Present

- Web Support & maintenance
- Wordpress website development
- Digital content management across client websites
- Implementing marketing tools across client websites (Braze, Google Tag)
- Braze digital strategy & client support

### Digital Marketing Specialist

April 2023 - December 2023

- Supporting Director in the delivery of campaigns across client paid marketing platforms (Meta, Google Search 360)
- Project Management
- Account Manager
- Web Support

*Technical Audio Group*

### Marketing Coordinator for Audio-Technica Australia

April 2022 - April 2023

- Supporting Marketing Manager in the delivery of campaigns & product launches
- Website content & product management (Magento 2)
- Copywriting
- Social media content & ads management
- EDM Management (Mailchimp & Dot Digital)
- Google & Meta Ad Strategy
- Product photography

*PetO*

### Marketing Coordinator

March 2020 - July 2021

- Supporting Marketing Manager in the execution of marketing campaigns
- Customer Support (general enquiries, social, online order enquiries)
- Briefing Designer in digital assets & EDMs
- Briefing Digital Marketing Agency for campaigns (Social, SEM)
- EDM delivery and automation (Hubspot)
- Social media management (Facebook, Instagram, LinkedIn)
- Website content & product management (Big Commerce, Wordpress)
- Managing online dispatch team & process
- Team support for Loyalty System Management (Bloyal)
- Asset creation for website & social media campaigns
- Management of brand ambassadors
- Copywriting
- Video & photography

*Technical Audio Group*

### Communications & Digital Content Manager for Audio-Technica Australia

March 2016 - January 2019

- Media relations manager
- Content strategy and copywriting for Audio-Technica website (News, products)
- Social media strategy & EDM (Mailchimp)
- Customer support (Facebook, Instagram, Twitter, Email)

# LILY SOURYAPHANH

## FREELANCE

For the last 4 years I have been offering ad hoc and regular digital marketing services to small business in hospitality and retail.

Services include poster design, copywriting, website management, social media marketing, EDM and consultation.

Please contact me for more info.

## VOLUNTEER WORK

FBI Radio  
February 2008 – March 2010  
Receptionist and music library assistant

## REFERENCES

Joy Fong  
PetO  
0404 310 602

Wesley Von Grabill  
Technical Audio Group / Audio-Technica  
Australia  
0488 555 482

Philip Youngman  
Optus / Singtel  
0414 295 466

## CAREER HISTORY

- Supporting Marketing Manager in the delivery of campaigns & product launches
- Liaising with media partners for the delivery of artwork & content
- Delivery of training content (Video & Assessment) for dealers & staff
- Building relationships with brands & ambassadors for cross-promotional activities
- Management of competitions & client incentives
- Product photography

*Blanco Negro Photographic Services*

### **Social Media & Digital Content Manager**

September 2015 - September 2016

- Management of social media platforms & campaigns (Facebook, Instagram)
- EDM delivery (Mailchimp)
- Website content management (Product, news, events)
- Product photography

*Optus/Singtel*

### **Digital Content Editor for Optus Zoo and Newsloop Australia**

May 2013 – March 2015

- Assisting manager in everyday operations & reporting
- Management and curation of news content for Optus Zoo & Newsloop app
- Scheduling of products & promotions on Optus Zoo mobile site
- Content - copywriting, photography, galleries & writing lifestyle/food articles
- Managing editorial calendar & producer for all writers
- Editing & sourcing images
- Proofreading, fact-checking & legal oversight
- Management of Facebook page

*Audio-Technica Australia*

### **Retail Assistant and Digital Content Editor**

September 2011 – February 2013

- Sales and customer service
- Management of website content & stock
- Copywriting

*theorangeexpress.net* (Music Online Publication)

### **Co-Editor and Photographer**

June 2011 – June 2012

- Management of content & writers
- Building relationships with labels & PR companies
- Creation of content including gig photography, reviews, interviews & music news
- Proofreading & fact checking
- Editing & sourcing images
- Recruitment

*Café Lounge*

### **Bar Manager**

June 2006 – June 2011

- Management of staff & operations
- Management of functions & special events
- Booking live acts & promotion
- Ordering and the management of stock