

LILY PIERCE

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EDUCATION

Bachelor of Fine Arts in Theatre

New York University, New York City, NY

Major: Drama Student with a double minor in Business of Entertainment and Media Industries and Producing

Expected Graduation Date: May 2025

GPA: 3.7

Relevant Coursework: Drama Studio Training at the Atlantic Theatre Company, Songwriters Forum, Globalization of The Entertainment Industry, Music Publishing Lab, Entertainment Law, Strategic Marketing and Branding, Theatre Situation Lab, The Language Of Film, Theatre In New York.

Research Papers: "Music Industry Struggles Today: The Old vs. The New" & "PRO Research Assignment", Music Publishing Lee Dannay, "Enablers of Destructive Behavior in Journalism and Media", Media and Globalization Siguru Wahutu, "Controlling Social Media In A Career That Thrives On It", Stress-Free Living In The Music Industry Jerry DelColliano.

Honors: Magna Cum Laude, Dean's List (last 3 semesters), Honoree Speaker At Renfrew Center for Eating Disorder Recovery

RELEVANT EXPERIENCE

PROFESSIONAL EXPERIENCE

THEATRE INTERN/MEDIA COORDINATOR AT EN GARDE ARTS

New York City, NY

April 2022 – June 2022

- Assist with dramaturgy of play, read through scripts and give constructive feedback, make presentations and pitch ideas to assist with promotion and marketing,
- Helped company's social media gain an exposure increase by 10% in views and followers in under 3 weeks
- Outsourcing venues and reaching out to donors; resulted in securing a site specific theatre stage, matching the tone of the play, and found an investor who donated 5k

BRAND AMBASSADOR AT PROJECT HEAL

New York City, NY

May 2022 – Present

- Engage in monthly staff meetings used for employees to brainstorm new marketing and fundraising ideas
- Assist in organizing, and running fundraising events with team where over \$95,000 was raised
- Publish self-made content and articles to promote the company's cause for eating disorders & resources for treatment; successfully resulting in many individuals reaching out to ask for help and learn more about Project Heal's resources

WORK EXPERIENCE

ASSISTANT/RECEPTIONIST AT BRODSKY-SMITH LAW FIRM, LLC.

Philadelphia, Pennsylvania

May 2021 – August 2023

- Assist with calls, filing, office management, Create organization systems to maintain tracking and the updating of files
- Disseminate information to clients about the company's ability to attend to their legal needs

HOSTESS AT IL CORSO RESTAURANT

New York City, NY

October 2024 – Present

- Communicate with upwards of 110 or more customers per day to courteously resolve customers conflicts and requests
- Oversee restaurant online platforms, payments reservations, and order requests

SKILLS: Creative Directing, Adaptability, Songwriting and Production Software, Artist Management, Critical Thinking, Communication and Problem-Solving, Booking and Promotion of Events and Charity Galas