

LILI MAERO

CONTACT

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EDUCATION

Brigham Young University | Graduation 2021
Bachelor of Arts in Communications, Advertising

AWARDS & HONORS

- 2021 ANDY Awards Gold Winner
- 2021 ANDY Awards Shortlisted
- 2021 ADDY National Gold & Silver Winner
- AAF Most Promising Multicultural Student 2021
- 2x 2021 Young Ones ADC Winner
- 2020's Effie's Collegiate IBM Brand Challenge Winner

SKILLS & INTERESTS

- Proficient in Japanese (speaking, reading, writing)
- Skilled in Adobe Software such as Photoshop, Illustrator, In-design
- Interests: Surfing, Skiing, Camping, Painting, Cake-decorating, Yoga, Brunch-Enthusiast

VOLUNTEER WORK

The Church of Jesus Christ of Latter-day Saints
Full-Time Service Missionary

- Spent two years in Tohoku, Japan where I volunteered in the community by teaching English and performing service
- Learned and spoke fluent Japanese
- Taught at conferences of 30-50 volunteers on goal setting, communication, and leadership skills
- Selected to train new volunteers on language skills and culture

Wild Kids Hawai'i - Non-Profit Organization
Co-Founder

- Started and grew a non-profit that focused on teaching conservation ethics to kids
- Planned logistics for after-school outdoor activities and classes
- Created a scholarship program for economically disadvantaged kids to fund their out-of-state backpacking trips

WORK EXPERIENCE

TERRI & SANDY

I-HEALTH Strategy Intern New York City - Remote
May 2021 - Present

- Researched, identified, and organized current and upcoming women's health trends into an 80 page thought leadership deck to present to the client
- Provided insights on attitudes, behaviors and stigmas among countries in Asia, Western Europe, and Latin America regarding urinary and vaginal health to help develop foreign advertising campaigns

ICY HOT Strategy Intern New York City - Remote
May 2021 - Present

- Developed a strategic brief that will aid in the launch of four new products while repositioning the brand to reach a younger and athletic audience
- Tapped into a cultural tension and gathered research that provided insight which inspired a proactive campaign that reinforces Icy Hot's rebrand as performance-grade pain reliever

APPLEGATE Strategy Intern New York City - Remote
May 2021 - Present

- Gathered research and provided insight that resulted in a back-to-school campaign that was launched in two first-time geographic locations for the client
- Briefed a 12-person team and provided feedback regarding strategy throughout entire campaign development

BYU ADLAB

ENERGY BBDO - ALKA SELTZER Provo, UT
Account Manager Dec. 2020 - Jan. 2021

- Managed three creative teams with separate briefs on an accelerated project for digital ads on a national scale
- Directed teams to produce deliverables three days post-briefing
- Coordinated with the Energy BBDO account and strategy team in a timely and professional manner via email and video call

FAMILY SEARCH Provo, UT
Strategic Planner Dec. 2020 - Jan. 2021

- Analyzed data from 1,000+ survey respondents on SPSS for statistically and practically significant consumer insights
- Compiled significant consumer insights into a 63 page research report for the client, recommending next strategic steps for marketing plan

2020 EFFIE COLLEGIATE COMPETITION WINNER
Strategic Planner Jan. 2020 - June 2020

- Advanced through three rounds of evaluation, was invited to pitch to IBM executives, and took 1st out of 80+ teams
- Developed a non-traditional integrated marketing campaign focused on IBM and The Weather Channel app
- Conducted extensive primary and secondary research, strategized, and executed comprehensive marketing communication plans to address professional-level marketing challenges for the brand