

# LILY KAHLON, BBA

[Danville, CA] • [209-543-2337] • [lilykahlon@gmail.com]  
[LinkedIn](#) • [lilykahlon.com](#)

## PROFESSIONAL SUMMARY

Results-driven marketing professional with expertise in brand development, digital content strategy, creative design and compelling storytelling. Proven ability to thrive in entrepreneurial environments, managing end-to-end product packaging development, executing multi-channel social media campaigns, and driving customer engagement. Skilled in cross-functional collaboration with international suppliers and content creators. BBA in Marketing from Simon Fraser University.

## CORE COMPETENCIES

### Digital Marketing & Analytics

Social Media Strategy & Management | Content Creation & Curation | Campaign Management (CM 360) | Digital Campaign Tracking & Analytics

### Creative & Design Tools

Adobe Creative Cloud | Canva (Advanced) | Video Production & Editing | Product & Packaging Design

### Technical Skills

Microsoft Office Suite | SharePoint Online | Smartly Certified

### Professional Skills

Cross-Functional Collaboration | Project & Time Management | Stakeholder Communication

## EDUCATION

### Bachelor of Business Administration

Beedie School of Business, Simon Fraser University | Burnaby, BC | Graduated June 2025

- Concentration in Marketing

## PROFESSIONAL EXPERIENCE

### Creative Director & Brand Development Lead

Sona & Titan | Remote | September 2024 – Present

- Spearhead brand identity and visual direction for emerging consumer product lines, ensuring cohesive aesthetic across all touchpoints.
- Design and develop product packaging from concept to production, including prototype drafts and technical dieline specifications.
- Manage end-to-end supplier relationships with international manufacturers, coordinating prototype iterations through final production.
- Implement and optimize digital campaign tracking systems to measure marketing performance and inform strategy.

### Digital Content & Social Media Strategist

Body Jewlz | Burnaby, BC | August 2023 – August 2025

- Developed and executed a comprehensive social media strategy to increase brand visibility and drive meaningful customer engagement.
- Created compelling visual stories through original photo and video content using Canva and Adobe Creative Cloud, maintaining brand aesthetic consistency.
- Cultivated partnerships with content creators and influencers to expand brand reach and audience demographics.
- Analyzed engagement metrics and optimized posting schedules based on data-driven insights to maximize reach.

- Managed customer interactions across platforms, strengthening community engagement and brand loyalty.

## **ADDITIONAL EXPERIENCE**

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### **Guest Experience Coordinator**

*Birdies Restaurant | Burnaby, BC | February 2025 – June 2025*

- Orchestrated front-of-house operations in a high-volume environment, ensuring seamless guest flow and satisfaction.
- Delivered exceptional customer service, creating memorable dining experiences through personalized interactions and attention to individual needs.

### **Alumni Relations & Development Associate**

*Simon Fraser University | Burnaby, BC | February 2024 – May 2024*

- Cultivated relationships between university alumni and the institution, securing donations through strategic outreach.
- Communicated compelling institutional narratives that inspired philanthropic engagement and community support.

### **Client Consultant & Product Specialist**

*Body Jewlz | San Jose, CA | April 2020 – August 2022*

- Developed deep product expertise to provide consultative guidance, building trust through knowledgeable service.
- Built trusted client relationships through knowledgeable service, driving repeat business and customer loyalty.