

# Willow Lacey Stolarz

Master's Graduate,  
Marketing Manager & Creative

## SUMMARY

Creative marketing professional skilled in social media, video editing, production, design, copywriting, and campaign strategy. Passionate about storytelling and delivering impactful, innovative campaigns. Seeking opportunities to drive success and foster personal and professional growth.  
Willowstolarz.com

## CONTACT

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📍 Long Beach, CA, USA

## EDUCATION

M.A. Public Relations and Advertising  
University of Southern California |  
Aug 2022 — May 2024

B.A. Communication Studies  
Journalism Minor  
California State University, Long Beach |  
Aug 2018 — May 2022  
Magna Cum Laude

## SKILLS

### Professional

- Communication and collaboration skills across clients and teams effectively.
- Creative strategic planning for impactful campaigns and content.
- Detail-oriented with time management to meet deadlines across multiple projects.
- Adaptable and proactive, thriving in fast-paced, diverse environments.
- Leadership and relationship-building with clients, teams, and industry professionals.

### Technical

- MS Office.
- Google Suite
- Adobe Creative Cloud (InDesign, Lightroom, and Photoshop)
- Final Cut Pro X.
- Canva
- WordPress
- Trello
- Flodesk

## WORK EXPERIENCE

### Marketing Manager

The Forward Female / Nov 2023 – Present

- Manage and execute social media strategies for multiple clients across various social channels (Instagram, Facebook, TikTok, X), contributing to growth, reach and engagement.
- Create and edit daily promotional materials (up to 60 pieces of content per week) and upload episodes to YouTube daily, ensuring consistent, engaging and timely content delivery.
- Create engaging and visually appealing weekly and monthly newsletters for clients to effectively communicate with their followers and subscribers, enhancing brand awareness and expanding marketing efforts.
- Assist with podcast production and editing, utilizing scheduling platforms for strategic ad placement and SEO-driven copywriting to create engaging titles and headlines.

### Graduate Research and Marketing Associate

USC Annenberg Center for PR / Aug 2022 – May 2024

- Create content for social media, aligning with objectives & brand image.
- Design visually appealing graphics while promoting the 2024 Relevance Report in collaboration with Microsoft.
- Strategically planned and produced a winning video project for the 2024 PR Week Awards, showcasing key aspects of educational program and storytelling of the students and environment.

### Public Relations and Social Media Intern

Keen Social / May 2023 – May 2024

- Develop and manage content calendars for clients, ensuring timely and relevant posts across various platforms (Instagram, Facebook, LinkedIn).
- Craft compelling pitch decks for clients, incorporating industry and social media trends and data-driven insights to formulate strategic recommendations for their businesses and brands.
- Write and distribute press releases tailored for media outlets, ensuring optimal coverage and exposure for client events and announcements.

### Event Planning Field Work

California State University, Long Beach / Aug 2019 – May 2022

- Assisted with organizing several events for local non-profit organizations such as Long Beach BLAST, DIG Magazine and the Pacific Hospice and Palliative Care Foundation.
- Communicated with clients to meet their goals and networked with companies to secure donations and sponsorships.
- Designed and effectively advertised events on social media platforms to reach targeted audiences.

### Photographer

SCS Photoworks / Apr 2016 – Jan 2020

- Took promotional, action and portrait photographs of individuals and special events that accurately reflect the companies' image.
- Followed provided instructions independently and utilized good time management and organizational skills to complete each assignment.
- Uploaded images to the server and maintained detailed records.