

## Lily Morningstar

[Lilmstar13@gmail.com](mailto:Lilmstar13@gmail.com) | 914-907-0507 | [LinkedIn](#) | [Portfolio](#)

### Education

University of Wisconsin-Madison | September 2021 - May 2025

Major: Journalism - Strategic Communication

GPA: 3.75

### Experience

Crush Music, *Design and Marketing Intern* | New York, NY June 2024 - August 2024

- Designed and executed innovative marketing campaigns, enhancing brand awareness and engagement, resulting in an increase in social media engagement.
- Collaborated with artists and graphic designers to design various elements of campaigns, utilizing Adobe Creative Cloud tools such as Photoshop and Illustrator.
- Managed digital content and ensured alignment with brand objectives, improving overall campaign effectiveness.

Azione, *Public Relations Intern* | New York, NY May 2023 - August 2023

- Organized files, spreadsheets, and reports for efficient project execution, ensuring timely and accurate completion of tasks.
- Assisted with event planning, client communications, and media relations, contributing to successful event outcomes and positive client relationships.
- Participated in workshops to expand PR knowledge and skills, enhancing overall team capabilities and project effectiveness.

The Wisco Project, *Campus Organizing Fellow* | Madison, WI August 2024 - November 2025

- Engaged with the campus community through tabling events, promoting voter participation and civic engagement among college students in Madison.
- Educated students on presidential candidates' platforms, encouraging informed voting decisions.

### Leadership and Involvement

American Institute of Graphic Design (AIGA), *Active member* | Madison, WI December 2024 - May 2025

- Active member of the professional organization for communication design, engaging with topics like graphic design, typography, interaction design, user experience, branding, and identity.

UX Club, *Active member* | Madison, WI December 2024 - May 2025

- Collaborate with peers to explore principles and practices of UX design through workshops, speaker events, and team projects.

The Badger Herald, *Opinion Piece Writer* | Madison, WI November 2024 - May 2025

- Write and edit opinion articles for a local campus newspaper, focusing on social, cultural, and political issues affecting the Madison community.

### Skills

- Adobe: Photoshop, InDesign, Illustrator.
- Microsoft: Word, Excel, PowerPoint.
- Certificate in Digital Studies: Media production and storytelling.