LILA J. GILLIAM

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ATLANTA, GEORGIA

EDUCATION

Spelman College | August 2019- May 2023
B.A. Music, Vocal Performance
3.79 Cumulative GPA | Latin Honor: *Magna Cum Laude*

RELATED EXPERIENCE

Music Program Educator - Community Music Centers of Atlanta | July 2023 – Present

- Designed and taught engaging, grade-appropriate musical curriculum for K-5 students.
- Conducted individualized instruction in private voice and piano studios to encourage student's creative confidence.
- Fostered a positive learning environment through problem-solving and collaboration with colleagues.
- Tailored teaching methods to accommodate students' personal learning styles and encourage musical enrichment.

Administrative Intern - The Mezzo Agency | | March – April 2023

- Organized, updated, & maintained metadata for song licenses, LODs, splits, & catalogues.
- Contributed to weekly staff meetings, providing updates on task management and progress.
- Addressed clients' questions and concerns, demonstrating communication, customer service and problem-solving skills.

Campus Representative + Social Media Ambassador - In2une Music | January – October 2022

- Developed and executed engaging virtual and physical content highlighting rising artists, targeting specific demographics.
- Provided bi-weekly reports on social media analytics, tactic reactions, and concert insights from on-site tasks.
- Maintained effective communication with all administrative parties to organize and plan effective events and marketing tactics.

Recording Artist, Songwriter - Runway Academy | July 2022- 2023

- Analyzed content and data feedback to strategize music production, songwriting, and promotional efforts.
- Creative directed song production, social media tactics, and visual marketing projects.
- Formulated multi-platform expansion strategies emphasizing artistic branding through music and content creation.

Production Team Member - Spriggs Burroughs Dance and Drama Company | 2021, 2022

- Co-Music Director for *Art After Dark*, House Parent for "Musikal" *Festival of Eccentrics*
- Directed rehearsals for collegiate performers and composed skits, musical numbers, and performance pieces.
- Executed cost-effective, targeted social media campaigns to promote each student-production.

SKILLS

- Brand Marketing
- Digital Marketing Strategy
- Social Media Management
- Content Organization and Creation
- Creative Direction
- Data Analysis
- Digital Photography
- Google Workspace
- Influencer Marketing
- Microsoft Office
- Metadata Maintenance
- Project Management

References available upon request