

# Piper Lynch

Writer & Marketing Creative

## experience

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### Comms. & Marketing Specialist - *CultureWorks*

Richmond, VA  
Jan 2022 - Present

Specializes in various methods of marketing such as email campaigns, social media and website copy & upkeep. Conducts monthly interviews, spotlighting local figures in arts & culture. Provides administrative support to the team.

### Customer Support Rep. - *Yay Lunch!*

Richmond, VA  
Aug 2021 - Dec 2021

Provided online support to customers via emails. Collaborated with tech department to resolve problems.

### Freelance Digital Marketing Manager - *Battersea Foundation*

Richmond, VA  
July 2021 - Jan 2022

Redesigned website & provided upkeep. Managed social media. Provided promotional materials for events through online posts, flyers, & other graphics. Created email campaigns for events.

### Sales Associate - *The Wild Heart*

Richmond, VA  
Oct 2019 - Aug 2021

Provided customer service and marketing to assist in product selection. Visual merchandising to encourage sales. Styling photography for social media content.

### Staff Writer - *Ink Magazine*

Richmond, VA  
Sept 2018 - Dec 2020

Contributed weekly written content to online magazine. Project managed & creative directed digital & print spreads, including styled photoshoots.

### Executive Assistant - *Battersea Foundation*

Petersburg, VA  
Sept 2015 - May 2017

Provided clerical work & data entry to historical foundation through donor management. Organized documents, mailing, and spreadsheets.

## contact

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piperlynch.work@gmail.com  
(804)-898-1071  
Richmond, VA

## education

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### Bachelor of Arts in Fashion Merchandising

*Virginia Commonwealth University*

- Graduated Magna Cum Laude
- Double Minor in Business & French

Aug 2017 - Dec 2020

## skills & expertise

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- Adobe Creative Suit (5+ years)
- Microsoft Office (10+ years)
- Social Media (10+ years) - *Hootsuite, Instagram, Facebook Business, Twitter*
- Email Campaigns (3+ years) - *MailChimp, Constant Contact*

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- Adaptability
  - Collaboration
  - Communication

## creative hobbies

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- Writing (Creative & Non-fiction)
- Graphic Design
- Music Production
- Film Photography