

# LILY WIGGLE

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## EXPERIENCE

### PODCAST MANAGER AND CONTENT EDITOR

**August 2023 - Present**

*Behind the Screens, Inc.*

- Manage end-to-end podcast production for multiple shows, including editing, distribution, and marketing across multiple platforms, maximizing audience engagement and brand visibility.
- Coordinate production schedules and deadlines efficiently using workflow software like Airtable, Monday, and Slack, ensuring timely delivery of high-quality content.
- Utilize analytics tools to study audience behavior and preferences, optimizing content and editing strategies for enhanced listener retention and engagement.
- Provide technical guidance and feedback to clients on recording setups and equipment, optimizing overall production quality and ensuring a seamless recording experience.

### MEDIA AND PRODUCTION SPECIALIST

**October 2018 – Present**

*The Financial Guys*

- Produce and manage the editing, distribution, and quality control of three weekly audio and video podcasts and periodic radio show pre-record editing using Logic Pro and Premiere Pro, ensuring high quality across multiple platforms while also crafting detailed show notes.
- Create and edit radio and TV commercials at The Financial Guys, ensuring alignment with project objectives and constraints.
- Collaborate with marketing team on show scheduling, recording setups, and content creation for enhanced media production.

### FREELANCE CONTENT CREATOR

**June 2017 - Present**

*Lily Wiggle Media, LLC*

- Create dynamic visual and written content, spanning photography, videography, copywriting, and graphic design for comprehensive brand representation.
- Capture professional photos and direct video content for branding and social media, catering to diverse needs.
- Craft engaging copy for social media, websites, and blogs to resonate with target audiences.
- Transform long-form content into short-form videos for platforms like TikTok, and design graphics using InDesign, Illustrator, and Canva for branding.

## EDUCATION

THE UNIVERSITY OF TAMPA

TAMPA, FL

*Bachelor of Fine Arts in New Media Production*

**August 2018 - May 2022**