



LILLY ROSS

Creative Marketing & Content Strategist

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PROFESSIONAL SUMMARY

Creative marketing professional with hands-on experience leading brand strategy, digital marketing, content production, and creative teams. Founder of Built by Bolt, a full-service creative agency producing high-performing photo, video, and marketing campaigns for businesses, events, and organizations.

Experienced managing projects from concept through delivery while balancing multiple stakeholders, aggressive deadlines, and business growth. Combines strategic marketing knowledge with professional production experience and a creator-first understanding of social media to produce content that performs.

EXPERIENCE

Founder & Creative Director

BOLT | March 2022 – Present

Founded and scaled a creative marketing agency providing branding, photography, videography, and digital content for businesses, festivals, nonprofits, and live events.

Key Accomplishments

- Generated \$10,000+ revenue during the agency's strongest quarter
- Produced content for 125+ live events in 2025
- Built a reputation around 24–72 hour turnaround without sacrificing creative quality
- Managed every aspect of the business including sales, marketing, client acquisition, budgeting, production, editing, and delivery
- Developed long-term client relationships through strategic content planning rather than one-off projects
- Created repeatable production systems that increased efficiency and consistency
- Led and mentored interns while building scalable creative workflows

Creative Coordinator

The Tell Agency | May 2026 – Present

- Supported branding, digital marketing, and creative initiatives for a full-service marketing agency serving clients across multiple industries.

Key Accomplishments

- Designed and maintained client websites using modern UX and responsive design principles.
- Produced commercial photography for websites, social media campaigns, digital advertising, and marketing collateral.
- Collaborated with account managers and creative leadership to execute cohesive brand identities across digital platforms.
- Created visual assets including web graphics, promotional materials, and branded content that aligned with client marketing objectives.
- Assisted in content planning and campaign execution for multiple client accounts simultaneously while meeting tight production deadlines.
- Optimized website content and imagery to improve user experience, brand consistency, and online engagement.
- Managed multiple creative projects from concept through final delivery while maintaining quality standards and client expectations.

Videographer & Editor

Ole Miss Sports Productions | March 2022 – 2026

Produced broadcast-quality content for SEC athletics across live events, digital platforms, and long-form storytelling projects.

- Operated Canon, Sony, and ARRI camera systems in fast-paced production environments
- Collaborated with producers, communications staff, and marketing teams
- Edited promotional, documentary, and broadcast content under tight deadlines
- Contributed to episodic storytelling including The Season
- Maintained production standards across multiple athletic programs simultaneously

EDUCATION

University of Mississippi

Bachelor of Science, Integrated Marketing Communications
Minor in Business Administration

Ambassador, School of Journalism and New Media

RECOGNITION & COMPETITION

- Best Student Film, Oxford Film Festival
- Stephen E. Rowell Entrepreneur Award, Gillespie Business Competition
- Excellence in Integrated Marketing Communications
- Excellence in Service

AUDIENCE & PLATFORM GROWTH

- Built and manage a combined audience of over 40,000 followers across TikTok, Instagram, and YouTube.
- Develop platform-specific content strategies
- Analyze engagement metrics to optimize reach and retention
- Produce both short-form and long-form content
- Execute brand partnerships and promotional campaigns
- Maintain consistent personal branding across multiple platforms

CORE STRENGTHS

Marketing & Brand

Brand Strategy • Campaign Development • Content Marketing • Digital Marketing • Social Media Strategy • Creative Direction • Brand Voice • Client Relations • Marketing Analytics • Project Management

Creative

Photography • Videography • Video Editing • Graphic Design • Storytelling • Creative Leadership
Technical
Adobe Creative Suite • Final Cut Pro • DaVinci Resolve • Affinity Suite • Canon • Sony • ARRI Amira • Metricool • Squarespace
• Wix • WordPress