

LILY JOURNEY

CREATIVE SPECIALIST | COMMUNICATIONS MANAGER

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[LinkedIn](#)

WORK EXPERIENCE

- Compassion International
2024 (current)
- Hope for San Diego
2023-2024 (current)
- JumpStart Marketing
2020-2024
- Samaritan's Purse
2022-2023
- The Point Magazine
2019-2021

Podcast Story Consultant

- Develops story elements and episode topics through all production stages
- Produces interview conversations with host, interviewees within Global Program
- Leads rough cuts, story sequencing, and episode creation with host, audio engineer
- Directs post-production editing process for each episode (using Riverside)

Communications Manager

- Leads marketing campaigns across all platforms (email marketing, video content, social media)
- Hires, manages, builds freelance team (designer, videographers, photographers, web developer)
- Interviews stakeholders and crafts compelling stories to showcase impact

Freelance Copywriter & Brand Strategist

- Wrote copy for B2B, B2C, and non-profit organizations
- Led creative re-branding efforts, collaborating on multimedia marketing literature, web content, SEO articles

Podcast Manager & Scriptwriter

- Wrote & edited scripts, sifting through 50+ hrs of audio content each week to craft narratives
- Collaborated with global field correspondents, anchor, audio engineer for publication on KABC, Spotify, iTunes, Podbean
- Pitched, wrote, and edited first mini-series covering war in Ukraine

Editor in Chief, Story Editor, Writer

- Hired and managed 33 writers, graphic designers, story editors, web developers, and photographers
- Led strategy for publication & distribution of 2k print issue magazines
- Pitched, wrote, and edited award-winning articles

EDUCATION

- Biola University

Journalism & Digital Media

- BS | President's Scholar | Summa Cum Laude | Honors Institute
- Writer, The Chimes Newspaper
- Editorial Intern, Biola University Communications
- Winner of Evangelical Press Association's national competition, 2020

EXPERTISE

• Copywriting

Articles, Blogs, SEO,
Social Media

• Marketing

Campaign
Management

• Design

Print, Digital, Social
Media

• Media Writing

AV scripting & editing

• Creative Direction

Projects, Freelance teams

PASSION PROJECTS

• Contributing Writer

Christianity Today

• Ambassador

Ekstasis Magazine

• Writer & Poet

Substack