Lucy Pacelli
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EDUCATION

Bachelor of Science in Marketing Expected May 2028
Clemson University Clemson, SC
Emphasis: Advertising and Media; Minors: Brand Communication & Communication Studies GPA: 3.53/4.00
Relevant Coursework: Consumer Behavior, Marketing Metrics and Analytics, Digital Marketing
Dean's Global Leadership Program: Accepted October 2026

WORK EXPERIENCE

Account Manager & Brand Strategist August 2026 – Present
Cadency Student Brand Consulting Agency Clemson, SC
- Manage the day-to-day relationship with Prisma Health Children's Hospital as the primary client contact.
- Lead monthly client meetings to present work, gather feedback, and align on goals and next steps.
- Own the project timeline for a 3-person team, ensuring project briefs are completed on time and all client deadlines are met.
- Began filming an updated documentary and creating Instagram content highlighting the hospital's facility dog program as it welcomes two new dogs, to grow awareness of the program and drive donor support.

Marketing and Communication Intern August 2026 – Present
The Pearce Center for Professional Communication Clemson, SC
- Source stories for Clemson's UPIC magazine by reaching out to and interviewing student interns.
- Write 2 feature articles for the UPIC magazine highlighting Clemson interns, drawn from original interviews.
- Wrote a feature article for the Pearce Center newsletter based on an original interview.
- Filmed an interview for the newsletter and edited it from 16 minutes into a 6-minute video in Adobe Premiere Pro, including transitions, audio, and captions.

Gregio Brand Strategy Team, Account Manager June 2026 – July 2026
Gregio Athens, Greece
- Advised a family-owned Greek jewelry company on brand strategy during an immersive study abroad program.
- Organized and led a 5-person team as account manager, delegating roles, setting internal deadlines, and supporting teammates to deliver on schedule.
- Developed a 27-page brand playbook spanning persona strategy, in-store experience, and digital innovation.
- Pitched the final strategy directly to Gregio's C-suite in a competition judged on clarity, creativity, and actionability.

Marketing Intern May 2026 – August 2026
Chicago Dogs Baseball Rosemont, IL
- Executed in-game promotions by coordinating fan experiences on the field to crowds of ~7,000.
- Posted Instagram content (25k+ followers), created Canva graphic edits, and provided live game coverage on X.
- Used X Media Studio to clip and publish livestream highlights and real-time game content during broadcasts for 15k+ followers.

CAMPUS LEADERSHIP AND INVOLVEMENT

Marketing Chair & Founding Father August 2025 – Present
Alpha Kappa Psi Professional Business Fraternity Clemson, SC
- Direct chapter marketing, overseeing committee operations, managing social media, and designing branded Canva graphics.
- Drive campus visibility, growing Instagram followers from ~200 to 800+.
- Develop recruitment campaigns end to end, from theme development to flyers, social posts, and branded merch.

Member, Campus Advancement Committee August 2025 – May 2026
Clemson Undergraduate Student Government Clemson, SC
- Selected through an application and interview process for a committee focused on campus sustainability and wellness.
- Served as social media manager, running the committee's Instagram and designing Canva flyers to promote events.
- Planned and staffed wellness and campus safety tabling events, connecting students with campus resources.

SKILLS

Software & Platforms: Canva, Figma, Adobe Premiere Pro, monday.com, Sprinklr, X Media Studio, Microsoft Word, Excel, PowerPoint
AI Tools: Claude, Gemini, NotebookLM, Copient.ai