

Lily Burke

MARKETING | MEDIA PRODUCTION | CHERRY HILL, NJ ▪ 856-685-8899 ▪ LILY.R.BURKE2@GMAIL.COM ▪ [WEBSITE](#)

Summary

Detail-oriented marketing and media professional with hands-on experience supporting content operations, podcast and video production, live broadcast workflows, and multi-channel communication. Proven ability to coordinate projects, manage deadlines, maintain operational systems, and support day-to-day execution.

Skills

Content Production & Workflows | Campaign & Project Coordination | Podcast & Media Operations | Content Calendar Management | Basic Design | Marketing Operations Support | Event Support | Premiere Pro | Adobe Audition | On-Air Presence | TriCaster | RødeCaster

Experience

JUDI HEALTH | Marketing Associate | March 2026 – Present

Health technology company and unified benefits administrator

- Supported demand generation and marketing operations including campaign setup, email execution, list management, and performance tracking.
- Maintained content calendar and coordinated cross-functional deadlines to ensure accurate and timely content publishing.
- Collaborated on podcast and media production including scheduling, asset preparation, and post-production support.
- Partnered with marketing, product, and analytics teams to update collateral, track campaign performance, and support ongoing workflows.

iHEART MEDIA | Production Assistant / Board Operator | March 2026 – Present

Leading audio media company specializing in radio, podcasting, and digital streaming

- Operated control board for live and remote programming while managing timing, syndicated content, and commercial playback.
- Monitored on-air programming for technical quality and accuracy, ensuring compliance with broadcast and FCC standards.
- Supported audio production and automation workflows including playlist execution, dubbing, and system updates.
- Managed live broadcast support including call screening, emergency inserts, and real-time content adjustments.

WWMR 93.3 PRESTON & STEVE | Marketing & Content Intern | August 2024 – January 2025

Major-market radio show and multimedia entertainment platform

- Supported day to day content operations including compiling daily show logs and organizing live segment topics.
- Built guest sheets with background information to prepare hosts for on air interviews.
- Supported social content by promoting events and creating posts within brand guidelines.
- Wrote event summaries, articles, and listicles for the station website to increase audience engagement.
- Assisted with podcast and video production including live-stream video switching and post production tasks.
- Contributed to asset preparation and operational workflows supporting ongoing content output.

WEST CHESTER UNIVERSITY STUDENT RADIO | Training Director & Sports Director | August 2023 – May 2025

Student-run broadcast organization overseeing radio programming, technical training, and live content

- Managed and maintained documentation for station equipment, policies, and FCC guidelines.
- Delivered structured onboarding and training sessions for new members, including written and on air assessments.
- Ensured operational consistency across teams by supporting scheduling, testing, and production workflows.
- Directed live color and commentary broadcasts for university athletics.
- Coached team members on broadcast production elements to ensure quality and consistency.
- Revitalized the sports program post pandemic by rebuilding workflows and expanding coverage.
- Collaborated with production team to prepare assets, schedules, and operational plans for broadcasts.

Education & Awards

- B.A. Media and Culture – Production Concentration – West Chester University of Pennsylvania (2022–2025)
- 3.8 GPA | Summa Cum Laude | Dean's List Every Semester | WCU Academic Excellence Scholarship
- Minor in Journalism
- Study Abroad (Ireland)