

Lane Greenly

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EDUCATION

CHAPMAN UNIVERSITY, GEORGE L. ARGYROS COLLEGE OF BUSINESS & ECONOMICS
Bachelor of Science Business Administration, Marketing Emphasis, Minor in Graphic Design
December 2025

Orange, CA

- GPA: 3.5
- Honors/Scholarship: Cum Laude, Provosts Scholarship, Provosts List
- Relevant Coursework: Digital Marketing, Influencer Marketing, International Marketing, Intermediate Graphic Design, Interactive UX and Web Design

WORK EXPERIENCE

ALI & ARIEL

Graphic Design Intern

Remote

July 2025 – Present

- Led the design and launch of a personal mini product collection, while supporting the development and production of 25+ apparel items supporting the Art Director.
- Collaborated with the Art Director to support the design, coordination, and production of 30+ custom merchandise orders from concept development through final delivery.
- Managed Instagram and social media content, publishing posts three times per week to an audience of 60K+ followers.

JAN'S HEALTH BAR

Social Marketing Intern

Newport Beach, CA

September 2025 – December 2025

- Managed 3 influencer partnerships and coordinated ongoing collaboration efforts to support brand awareness.
- Created user-generated content for Jan's Health Bar's social media platforms to enhance brand engagement
- Planned a collaboration between Jan's Health Bar and local sororities, leveraging micro-influencers within these organizations to expand reach and drive community-based engagement.

THE SELLING NETWORK

Junior Marketing Manager

Remote

June 2025 – August 2025

- Boosted brand awareness by managing social media and launching Discord communities, driving 40% engagement across 30+ Facebook groups and growing Discord membership.
- Conducted competitive market analysis to guide and optimize content strategy.
- Boosted brand engagement and strengthened brand identity by producing 15+ videos to enhance social channels and planning pop-up events.

BRAND CENTRAL LLC

Licensing Intern

Los Angeles, CA

January 2025 – August 2025

- Conducted trend and brand research for client projects while gaining hands-on experience with licensing processes and business contracts.
- Contributed to the ideation process and supported the development of real licensing deals with clients.

LEADERSHIP & INVOLVEMENT

ALPHA PHI

Primary Director of Recruitment

Orange, CA

January 2023 – December 2025

- Worked with the recruitment team to design merchandise, plan decorations, and market the chapter to new members

SKILLS & DISTINCTIONS

Soft Skills: Communication, Problem Solving, Creativity, Leadership, Brand Storytelling

Computer: Microsoft Excel, Google Workspace

Creative Tools: Adobe Creative Suite, Canva, CapCut, PowerPoint, Wix, Figma