Lola Pitman

lolanashpitman@gmail.com | (917) 623-2926 | linkedin.com/in/lolapitman/ | Brooklyn, NY

EDUCATION

TULANE UNIVERSITY | A. B. FREEMAN SCHOOL OF BUSINESS **New Orleans, LA**
Bachelor of Science in Management | Majors: Management and Marketing, Minor: Design *Expected May 2027*
Relevant Coursework: Management Communications, Managerial Accounting, Consumer Behavior, Research and Analytics

- GPA: 3.78
- Dean's List: Fall 2023, Spring 2024, Fall 2025
- Member of Alpha Lambda Delta (National Academic Honor Society for First-Year Success)
- Tulane First Year Mentor, Wave Leader, and Alumni Coordinator for The High Mountain Institute

WU VIENNA UNIVERSITY OF ECONOMICS AND BUSINESS **Vienna, AUT**
Relevant Coursework: Global Branding, Global Media Marketing, Online Content Analysis *August – December 2025*

EXPERIENCE

Crawfest at Tulane University **New Orleans, LA**
Marketing Director *April 2026 – Present*

- Leading a 5-person board across design, social, PR, web, and photo/video to execute Crawfest 2027 for 10,000+ attendees
- Managing Crawfest's social media accounts, planning content and keeping messaging consistent across every channel
- Rewrote recruitment materials for 5 board roles to make them clearer and more engaging for applicants

Blackbird Labs **New York, NY**
Loyalty & Experiential Intern *May 2026 – August 2026*

- Built a Slack integration with Claude Code that automated inventory tracking and approval workflows for company-wide merchandise, using interactive buttons and messaging to replace manual processes across multiple departments
- Designed and launched a go-to-market playbook for a new customer acquisition channel, projecting a $21 cost-per-acquisition against a $40 internal target and outlining a phased rollout across 3 markets
- Led brand activation for the F&F x Blackbird Pizza Sessions, a 3-event partnership dinner series featuring chefs including Chris Bianco and Wylie Dufresne, managing vendor communications and event timelines

Crawfest at Tulane University **New Orleans, LA**
PR and Outreach Manager *August 2024 – April 2026*

- Pitched and secured promotional partnerships with local media and brands, including The Gambit, Aramark, and New Orleans influencers, for one of the largest student-run festivals in the country
- Partnered with the Marketing team on branding campaigns to deliver consistent messaging to 10,000+ attendees

28 ROW **New York, NY**
Campaign Operations Intern *May 2025 – August 2025*

- Drove 4M+ impressions, 3M+ reach, 1.27M video views, and 45K+ engagements across campaigns by connecting brands with talent, managing deliverable edits, and leading presentations for national brands including C.O. Bigelow and Cotton On
- Delivered $390K+ earned media value (EMV) and $157K social media value (SMV), and built media lists, pulled coverage clips, and created recap decks to report campaign impact to clients

CMM **New York, NY**
Lifestyle PR & Influencer Marketing Intern *May 2024 – August 2024*

- Served on 7 accounts such as Henkel and L'Oreal by coordinating influencer packages, compiling slides for weekly engagement analytics reports, and composing lists of potential product users
- Organized a 150-person event by curating press releases, invitations, features, background information, and status reports

Tulane Athletics **New Orleans, LA**
Sports Marketing with the Fan Experience Team *December 2023 – May 2024*

- Promoted 3 Division-I athletics events per week through in-office operations and on-field fan programming

LEADERSHIP & CAMPUS INVOLVEMENT

Tulane Athletics **New Orleans, LA**
Educational Assistant *July 2026 – Present*

- Design personalized academic plans that help student-athletes balance athletics, coursework, and long-term goals

Tutor and Advisor *August 2024 – Present*

- Guide 5 student-athletes per semester through academic, personal, and career goals in weekly tutoring sessions

Delta Sigma Pi (Pre-Professional Business Fraternity) **New Orleans, LA**
New Member Committee and Standards Committee *January 2024 – Present*

- Coach new members on professionalism and networking through mock interviews across the 150-person chapter

SKILLS AND INTERESTS

Proficiencies: Figma, Canva, Asana, Slack, Claude Code, HTML, Adobe Photoshop & Illustrator, Microsoft Office Specialist (Excel)
Interests: Food & Culture Writing (Substack, Emily Sundberg, Wishbone Kitchen), Hosting Dinners, Yoga, Skiing, Running, Feng Shui