

LILY PANABAKER

Aspiring Product Marketing Professional

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OBJECTIVE

Experienced marketing student with experience in the intersection of marketing, product, and engineering, passionate about turning data driven customer insights into messaging, positioning, and go-to-market content for highly technical audiences.

PROFESSIONAL WORK EXPERIENCE

Product Marketing Intern | Crusoe Energy Systems | Bellevue WA

Summer 2026

- Developed the new messaging and positioning framework (MPF) for Crusoe Managed Inference, aligning go-to-market strategy with new inference consumption options, and created consistent messaging guidelines for launch/product content
- Owned and authored Managed Inference product-page web copy updates and the creation of a new web module for the launch of Self-Serve Deployments and Serverless Fine-Tuning in line with the MPF and SEO optimization best practices
- Conducted stakeholder interviews across product, engineering and sales teams to inform marketing materials for Crusoe Managed Inference including the MPF, web copy, blog content and sales training materials
- Collaborated across the greater marketing, sales, design, and product teams to align on go-to-market content and strategy including events handouts, web pages, sales first-call deck, and blogs.

Events Marketing Intern | Microsoft Corporation (GitHub) | Remote

Summer 2025

- Supported the GitHub Learn team in planning & executing developer-facing events that drove awareness and engagement
- Built a multi-platform event-tracking system between G-Suite, GitHub Issues and Office to monitor internal progress and partner engagement, improving cross-team visibility and communication, and enable purposeful information management
- Coordinated logistics for 3+ GitHub Learn events, recorded sessions, and streamlined collaboration across partner teams
- Managed attendee touchpoints (swag, prizes, communication) and team uniforms to support a cohesive presence at events

Marketing Intern | Zocks Communications (AI-FinTech Startup) | Remote

Summer 2024

- Coordinated trade show planning/logistics for 10+ events, including signage, collateral, booth layout and setup, across teams in the US and Hungary, resulting in an impactful and meaningful event presence, and on-budget execution
- Developed customer case studies through interviews and AI-driven feedback analysis to inform go-to-market strategy
- Designed and distributed customer thank-you packages aligned with brand guidelines, enhancing early adopter satisfaction
- Authored and refined video scripts for the CEO and company social content, boosting engagement metrics

Social Media Representative | Rachel Davis Photography | Monroe WA

Sept 2022 – May 2023

- Strategically marketed services to high school audiences through targeted posts, boosting inquiries by 15%
- Participated in five content-generating photoshoots to align marketing strategy with brand and creative vision

EDUCATION

Boise State University | BBA, Marketing (Product & Branding Emphasis) | Boise ID

Aug 2025 – Expected 2027

- Transferred with junior standing; continuing studies in data-driven marketing, communications, and product management
- Dean's List: Fall 2025 & Spring 2026; member of Alpha Gamma Delta (Delta Upsilon Chapter)
- Relevant coursework: Business Calculus, Financial & Managerial Accounting, Business Law, Business Spreadsheets, Business Communications, Macro/Microeconomics, Business Analytics, Statistics, and Storytelling through Media

Pepperdine University | BA in Integrated Marketing and Communications | Malibu CA

Aug 2023 – May 2025

- Participated in London study abroad program emphasizing global business and cultural communications

LEADERSHIP & VOLUNTEER EXPERIENCE

Student Social Media Coordinator | Pepperdine International Programs | London England

Sept 2024 – Apr 2025

- Increased program visibility by publishing digital content of student experiences; grew following 21%, engagement ~15%
- Managed a student photo-sharing platform, driving engagement and ensuring a consistent flow of user-generated content

Young Life Leader | Young Life London Chapter | London England

Sept 2024 – Apr 2025

- Led weekly club meetings and mentored teens ages 14–18 through conversation and community-building events

Campus Food Pantry Volunteer | Alpha Gamma Delta | Boise ID

Sept 2025 – Present

- Volunteer 10+ hours each semester supporting the Alpha Gamma Delta Foundation's hunger-relief mission

SKILLS & TOOLS

- **Customer Engagement:** Verbal communication, active listening, rapport building, problem solving
- **Marketing:** Technical marketing, product marketing, web copy, messaging and positioning, blog copy, storytelling, OKRs, KPIs, data-driven decision making, content creation, budget management, customer insights, competitive analysis, SEO/AEO
- **Collaboration:** Cross-team coordination, stakeholder communication, adaptability in fast-paced settings, rapid iteration
- **Tools:** Microsoft Office & Copilot, Claude/Cowork/Claude Code, ChatGPT/ChatGPT Work/Codex, Gemini/NotebookLM, Google Workspace, Canva, Slack, Adobe Creative Suite, SurveyMonkey, Figma, Monday.com, Jira