

Lyric Lightbourn

+1 242-558-9094

Sacramento/ LA, California

lyriclightbourn@outlook.com

PROFILE

Dynamic and multi-skilled professional with a strong foundation in marketing, branding, human resources, and business operations. Known for driving client growth through strategic campaigns, streamlining workflows, and fostering lasting relationships. Experienced in leading administrative functions, launching brand strategies, and supporting executive leadership across diverse industries.

EDUCATION

Cecil Valentine Bethel Senior High School 2017
AP Calculus, AP Language, AP Psychology, Founder & President, Business Club

EXPERTISE

Human Resources
Branding and Marketing
Microsoft Office, LMS, Iware & Quickbooks
Business Management

EXPERIENCE

Sales & Business Development Associate **2025- Present**
Island Network Group of Companies

- Spearheaded lead generation and client acquisition strategies, contributing to measurable revenue growth across multiple business verticals.
- Partnered with executive leadership to develop and execute sales and marketing initiatives aligned with long-term business goals.
- Cultivated and managed high-impact client relationships, resulting in increased customer retention and expanded service adoption.
- Identified emerging market opportunities and provided actionable insights to inform business development strategy.
- Acted as a cross-functional liaison between sales, marketing, and operations teams to streamline execution and enhance campaign effectiveness.

Executive Assistant - Vice President of Human Resources, Corporate & Legal Affairs **2024 - 2025**
Cacique International

- Provided high-level administrative support to the Vice President, managing schedules, meetings, and travel arrangements
- Acted as a liaison between executives, internal teams, and external partners to ensure seamless communication and workflow efficiency.
- Process payroll, ensuring accurate and timely payments, deductions, and compliance with company policies
- Oversee event staffing, including recruiting, scheduling, and coordinating personnel for corporate events
- Organize and maintain confidential records, ensuring accuracy and compliance

Marketing Lead & Brand Strategist **2018 - Present**
Spotlight by Sariyah - Brand Development Agency

- Developed and executed sales-driven marketing campaigns, directly increasing client revenue and lead generation.
- Built and maintained long-term client relationships, focusing on customer retention and sales expansion.
- Conducted market research to identify new sales opportunities, competitive advantages, and customer engagement strategies.
- Managed brand development projects, overseeing sales funnel optimization and strategic marketing efforts.

Marketing Portfolio [Click here: Case Studies](#)

Data Collector Contract **2024**
Storeclerk

- Visited retail locations to gather insights on Coca-Cola brand products and analyzed inventory data to ensure accurate stock records and prevent discrepancies.
- Conducted regular store audits, verifying product placement and pricing for compliance with company standards.
- Reported key insights on sales trends and inventory levels to support operational decision-making.

Executive Administrative Assistant *Contract*

2024

Bahama Foodie

- Spearhead email marketing campaigns and strategic communications that boost customer engagement and strengthen brand visibility for Bahama Foodie.
- Manage and update the company website with new menu offerings and promotional content, ensuring an enticing and up-to-date online presence.
- Oversee administrative operations including recordkeeping and resource development, streamlining internal processes and supporting cohesive branding initiatives.

Front Desk Coordinator

2022 - 2024

The Cove, Atlantis

- Managed guest interactions, ensuring a seamless check-in and customer experience.
- Assisted in upselling and promoting luxury services to enhance client satisfaction.
- Utilized hotel management systems to maintain efficient operational processes.
- Recognized for productivity and customer service excellence

Human Resources Officer

Simplified Outsourcing

2022

- Managed recruitment processes, including job postings, candidate screening, and interviews
- Handled employee onboarding, training, and orientation programs
- Processed payroll, benefits administration, and employee records management
- Executed marketing initiatives, social media management, and cold calling to attract new clients and expand business opportunities.
- Supervised office staff to monitor daily operations

File Clerk

J.S. Johnson Insurance Agents & Brokers

2021

- Organized, maintained, and digitized client records to improve data accessibility and compliance.
- Liaised with Accounts, Customer Service, and Legal departments to ensure accurate updates to client files.
- Managed confidential records, ensuring proper handling of sensitive information in accordance with company policies.
- Provided administrative support to streamline office workflows and improve departmental efficiency.

AWARDS

Inter-American Development Bank & Massachusetts Institute of Technology - Sustainable Urban Future Competition

First Place Winner

Click here: [Article by Sarah Benton](#)

Sunshine Insurance & Elmira College Essay Competition

Top 10 Finalist

Click here: [Article by Rogan Smith](#)

The Cove Most Productive Agent 2023

3,000+ Check-ins

The Cove Employee of the Month

May 2023

REFERENCES

Ms. Dawn Whyly

Public School Administrator

(242) 457-3296

Ms. Jasmine Morley

History Educator

(242) 397-2100

Mr. Erin Bodie

Senior Manager of VIP & Guest Services, The Royal Atlantis

(242) 428-8024