

LILY BIROS

Digital Communications | Campaign Strategy, Multimedia Content & Digital Technologies

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SUMMARY

Driven professional with experience in internal communications, digital marketing, Adobe Creative Suite, project marketing, campaign curation and employee engagement in an international decentralized organization. Focused on precision, execution and adaptation to any project, deadline and initiative. Creatively motivated, team focused and individually committed to personal growth and development.

EXPERIENCE AT ABB

Global Internal Communications & Employee Engagement Specialist

May 2025 to Present · Remote

- Launched the Why I Joined and Why I Stayed internal and external employee engagement campaigns.
- Launched the Viva Engage Bites and Product and Tech Training video series for global teams.
- Support global HR leadership meetings, integrity communications and People Strategy campaigns.

Global HR Marketing Specialist

Nov 2024 to Jun 2025 · Columbus, Ohio · Discovery Rotation Program

- Developed the Employee Value Proposition package, including an Inside+ microsite, branded assets and recruitment materials.

Global Associate Product Manager

Jul 2024 to Nov 2024 · Columbus, Ohio · Discovery Rotation Program

- Supported product gate processes with requirements research, market benchmarks and Gate 2 business cases.
- Wrote success stories and product guides for 800xA Simulator, AWIN Gateway and Hardware as a Service.

Global Strategic Marketing Coordinator

Jan 2024 to Jul 2024 · Cary, North Carolina · Discovery Rotation Program

- Built global campaigns for ABB Ability™ Genix and CEMS Emission Monitoring, including ABB's first CIO focused Genix campaign.
- Optimized SEO and UX for the Genix and Marine and Ports webpages alongside agency strategy.
- Managed conference marketing for CERAWEEK and ARC Industry Forum, contributing to partnerships and lead conversion.

Global Strategic Segment Marketing Specialist

Jul 2023 to Jan 2024 · Cary, North Carolina · Discovery Rotation Program

- Shaped a new aviation market segment strategy through competitor research, trend analysis, Salesforce insights and government funding research.
- Authored industry articles, whitepapers and executive briefs on aviation, energy transition, digitalization and sustainability.
- Produced a multipart aviation video campaign and supported data center marketing, including the 7x24 Exchange conference.

SKILLS

Project Management, Marketing Campaign Management, Marketing Technology, Social Media Marketing, B2B Marketing Strategy, Web Content Writing, Technical Writing, Adobe Premiere Pro, Adobe Acrobat.

EDUCATION

Ohio University, B.S. Journalism, Strategic Communication