

# Lydia Hunt

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## EDUCATION

### University of Colorado Boulder – Leeds School of Business

May 2022

Bachelor of Science in Business Administration

Certificate in Marketing

Minor in Creative Technology and Design

- **GPA:** 3.587
- **Relevant Coursework:** The World of Business, Microeconomics, Macroeconomics, Data Analysis, Communication Strategy, Mathematical Analysis in Business, Business Applied Semester Experience, Pricing and Channels of Distribution, Digital Marketing, Advertising and Promotion, Product Strategy, Fundamentals of Professional Selling

## RELEVANT EXPERIENCE

### Just Peachy Customs, Boulder, CO

June 2020 – Present

*Co-Founder*

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- Built a TikTok account which has grown to have 2000 followers and 171k + likes in total

### Colorado Women's Center, Boulder, CO

May 2021 – August 2021

*Social Media Intern*

- Planned, scheduled and shared posts on their Instagram (around 5 times a week) and TikTok

### TAJ Woodworking, Boulder, CO

January 2020 – June 2021

*Social Media Consultant*

- Run social media marketing and increased Instagram following by over 550%

### GraduEats, Boulder CO

January 2021 – May 2021

*Created a website and TikTok for Website Driving Traffic Project for Digital Marketing Class*

- Created a website and TikTok for Website Driving Traffic Project for Digital Marketing Class
- TikTok gained over 60 followers and around 2000 likes in the first month on the platform

## LEADERSHIP & ACTIVITIES

### American Marketing Association, at University of Colorado

December 2020 – Present

*VP of Public Relations*

- Weekly executive board meetings, as well as club meetings
- Help organize and put on networking events
- Run social media accounts

### American Marketing Association, at University of Colorado

January 2020 – Present

*Member*

### Professional Sales Mentorship Program, at University of Colorado

September 2021 – Present

*Mentee*

- Biweekly meetings with a working sales professional at Paycom to discuss the sales process
- Execute detailed call plans prior to every meeting, and call reports after each meeting

## SKILLS

- Certified in Google Analytics and Google AdWords
- Strong knowledge of Microsoft Word, Excel and PowerPoint
- Extensive experience using social media platforms including Facebook, Instagram, Youtube, TikTok and Pinterest
- Strong knowledge of Canva, Adobe Photoshop, Illustrator, and InDesign
- Strong Spanish