

Lydia Hunt

CONTACT ME

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in www.linkedin.com/in/lydia-hunt

EDUCATION

Bachelors of Science in Business - Marketing Emphasis

Digital Marketing and Analytics Focus
Marketing Communications/ Account Management Focus
Sales and Sales Management Focus

Minor in Creative Technology and Design

University of Colorado, Boulder
2018 - 2022

High School Diploma

Boulder High School
2014 - 2018

SKILLS

Digital Marketing

Graphic Design

Social Media: Instagram, TikTok,
Facebook, Twitter, YouTube, Pinterest

Google Analytics & Google Ads

Adobe Suite: Photoshop, InDesign,
Illustrator, XD

Canva

Photography / Videography &
Editing

Creativity

Problem Solving

Web Design

HTML, CSS, and JavaScript

RELEVANT WORK EXPERIENCE

Social Media Marketing Intern

MAY 2021 - AUG 2021

Colorado Women's Center | Boulder, CO

- Ran the social media platforms for local women's mental health and empowerment centers in Boulder, Denver and other surrounding areas
- Planned, scheduled, and shared posts on their Instagram, approximately 5 times a week
- Created and implemented a consistent social media strategy for the brand across platforms (Instagram, Facebook, and their newly created TikTok)

Assistant (as needed)

JUN 2017 - AUG 2021

Jane Hunt Art | Boulder, CO

- Assisted with content creation (mostly photos and videos) for Instagram photos/ reels and magazine articles/ interviews
- Helped proofread content for social media and publicity
- Performed as an assistant during workshops and monitored customer feedback
- Fixed errors in code on the brand website

Social Media Consultant

JAN 2020 - JUN 2021

TAJ Woodworking | Boulder, CO

- Ran social media marketing for a local artisan and functional woodworker and increased Instagram following by over 550%
- Interacted with related Instagram accounts in the Boulder and surrounding areas to find new followers and customers

Social Media Manager

JUN 2020 - MAR 2021

Just Peachy Customs | Boulder, CO

- Helped create TikTok content for a small business to draw in customers
- Closely followed TikTok trends and consistently posted content on the page consistent with trending videos/ sounds
- Grew the TikTok account to over 1600 followers and accumulated over 130k likes in total on the videos

OTHER RELEVANT EXPERIENCE

VP of Public Relations

DEC 2020 - DEC 2021

American Marketing Association | University of Colorado

- Ran social media accounts and kept members up to date with information and events
- Created all graphics and promotional materials using Canva, InDesign and Illustrator
- Attended weekly planning meetings with the other executive board members and led weekly meetings for the other members
- Put on multiple networking events for our members

Co-Creator

JAN 2021 - MAY 2021

GraduEats | University of Colorado

- Co-created this brand for a Digital Marketing class in Leeds School of Business, in order to drive traffic through various channels, and tracked the progress with Google Analytics
- Drove traffic to the website by creating trending videos on TikTok, and YouTube, by using SEO improvement techniques, and through Google Search Ads

Mentee

SEP 2021 - DEC 2021

Professional Sales Mentorship Program | University of Colorado

- Planned and attended biweekly meetings with a working sales professional at Paycom to learn about the sales process
- Executed detailed call plans prior to every meeting, and call reports after each meeting
- Completed role-play sales calls with other working sales professionals