


# Lida Vandermeer

2017

## CONTACT

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## EDUCATION

### University of California, Berkeley

2016-2019

Major: Cognitive Science &  
Media Studies

GPA: 3.85

### Dartmouth College

2015-2016

Major: Psychology &  
Economics

## SKILLS

Proficient in Python,  
HTML, CSS  
Google Analytics  
Media Management  
Creative Pitching  
Photoshop  
Film Production + Editing  
Integrated Marketing

## AWARDS + INVOLVEMENT

UC Berkeley, NCAA Division I Beach  
Volleyball

Athletic Academic Honors, Fall 2016 &  
Spring 2017

Active Member of Golden Bear Advisory  
Committee

## EXPERIENCE

### Marketing and Social Strategist Intern Hawke Media

Summer 2017

- Performed in-depth client company audits and presented target market research to develop a brand's creative strategy
- Oversaw the tracking of social media platforms to uphold and elevate campaign engagement
- Personally created content calendars and wrote in-depth web copy for multiple clients a week
- Worked directly with celebrity influencers to digitally promote product

### Marketing Strategist BARE Magazine

January 2017-Present

- Develop bespoke marketing campaigns to increase magazine impressions
- Create and implement content calendars for weekly brand posts on social media platforms
- Extensive exposure to creative heads through collaboration on the maintenance and evolution of brand marketing strategies
- Special projects include: Pop-up photo shoots, social media giveaways and video shorts

### Marketing and Social Media Intern Legworks

Summer 2016

- Personally responsible for the creation, execution, and management of branded content across Twitter, Instagram and Facebook
- Managed and tracked social media channels to obtain information to develop marketing strategy
- Conduct and present extensive target market research to further develop the brand's understanding of their consumers

### Co-founder and Creative Partner Chester California Jewelry Company

April 2016-January 2017

- Create, pitch and implement social media marketing campaigns to promote website traffic
- Work directly with manufacturers on visual design
- Conduct in depth research to create unique website and logo while maintaining brand aesthetic
- Direct and edit product photoshoots for the utilization across brand media outlets

### Film Producer & Editor UC Berkeley School of Media Courses

August 2016-Present

- Brainstorm and develop scripts for quarterly projects across a broad category of subjects
- Spearhead the setup and execution of film production
- Implement film edits while collaborating with project team
- Extensive knowledge of Final Cut 7, Adobe Photoshop, and Adobe Premier