

LIDA VANDERMEER

CONTACT



650-773-8686



lidavandermeer@gmail.com



lidavandermeer.com



linkedin.com/in/lidavandermeer

EDUCATION

University of California, Berkeley

2016-2019

Major: Media Studies & Psychology

Minor: Creative Writing

GPA: 3.85

Dartmouth College

2015-2016

Major: Psychology & Economics

GPA: 3.4

SKILLS

Media Management
Creative Pitching
Social Media Optimization
Film Production + Editing
Integrated Marketing
Scripting

AWARDS + INVOLVEMENT

UC Berkeley, NCAA Division I Beach
Volleyball

Athletic Academic Honors, Fall 2016 &
Spring 2017

Active Member of Golden Bear Advisory
Committee

PERSONAL STATEMENT

I am an innovative connector studying Media Studies & Psychology at UC Berkeley. I have been recognized by my network for my innate ability to quickly understand a brand and their target market, thus bringing a powerful perspective to the brand development process. I am a strategic thinker who works diligently to elevate and promote a brand in the strongest possible light. I am passionate about building unique and uplifting relationships and the empowerment of authenticity.

EXPERIENCE

Marketing and Social Media Intern

Summer 2016

Legworks

- Personally responsible for the creation, execution, and management of branded content across Twitter, Instagram and Facebook
- Oversaw the tracking of social media platforms to uphold and elevate campaign engagement
- Conduct and present extensive target market research to further develop the brand's understanding of their consumers

Marketing Strategist

January 2017-Present

BARE Magazine

- 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

Co-founder and Creative Partner

April 2016-January 2017

Chester California Jewelry Company

- 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

August 2016-Present

UC Berkeley School of Media Courses

- 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