

# Lydia Self

## EDUCATION

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**The University of North Carolina at Chapel Hill** - Graduate May 2020  
Bachelors in Strategic Communications, Political Science, Information Science

## CONTACT INFO

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**Phone:** 704-472-1621

**Email:** lydiar@live.unc.edu

**LinkedIn:** [www.linkedin.com/in/lydia-self/](http://www.linkedin.com/in/lydia-self/)

## EXPERIENCE

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**Caterpillar Inc.** - Summer 2019  
*Corporate Technical Marketing Intern*

- Designed marketing kits for products, including websites, videos, brochures, and NPIs
- Created social media posts and content
- Drafted execution plan for an automated marketing campaign in China
- Created and compiled information for 30 product spec sheets using InDesign
- Developed a website for a global dealer conference
- Assisted with planning large events
- Designed an array of promotional materials according to brand guidelines
- Able to quickly accumulate knowledge of the industry

**UNC Global Studies Center** - 2018 to Present  
*Event and Promotion Coordinator*

- Refined design and computing skills
- Edited and created websites
- Helped manage and promote events
- Worked with collaborators, vendors, donors, and guests in a respectful manner
- Made sure technology and logistics ran efficiently during events
- Designed promotional digital and print materials
- Edited sound recordings from events

**3 Birds Marketing** - 2019  
*Accounts and Operations Intern*

- Organized information in Excel
- Monitored reputation reviews of car dealerships online
- Wrote and published responses to car dealership reviews
- Collaborated on a monthly newsletter with other interns
- Contributed to the design of an internship landing page

**RTI International** - Oct 2019 to Present  
*Marketing & Communications Intern*

## SKILLS

WordPress  
Adobe Creative Cloud  
Microsoft Office  
Google Documents  
Wordpress  
MailChimp  
Visual Studio  
SPSS  
HTML/CSS  
JavaScript  
TypeScript