

# VIDYA KAIPA

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## What You Need To Know About Vidya

Vidya is a big thinker with an inquisitive mind and boundless energy. She has a passion for design and business, as well as a proven track record of communicating effectively between the two worlds. She excels in bringing balance to uncertain circumstances and finding human-centered solutions. She has a deep understanding of the tech industry and has built an extensive network of startups, corporations, and nonprofits. Her passion for social impact and equality is an integral and clearly-articulated part of both her personality and career objectives.

Vidya’s core strengths include client relations, content and design, business analytics, and program strategy. She seeks a vibrant, creative work environment with ambitious, innovative, and well-traveled coworkers. (She does not commonly reference herself in the third person.)

## Work History

Business development	Content / design	Market research
		
		
		
		
		
		

**MentorCloud** | San Francisco, CA | October 2013 - Present  
**Marketing and Design Analyst:** Create and manage MentorCloud's marketing strategy. Liaise with 20+ accounts to create customized materials and develop case studies, white papers, and comparative analytics. Provide input on product development. Oversee all external messaging. Design graphics and provide photographs. Redesign and edit website content and visuals.

**Runway** | San Francisco, CA | January 2014 - January 2015  
**Program Manager:** Developed programming (workshops, lectures, panels, etc.) around community-defined subject-matter interests of 200+ resident entrepreneurs. Stayed up-to-date with residents’ business needs and introduced companies to investors and partners. Designed, curated, coordinated, and marketed 300+ educational events held at Runway's coworking space. Created artistic documentation and new methods of spreading marketing collateral.

**Mastek** | Mumbai, India | June 2012 - March 2013  
**Researcher:** Authored 5+ extensive reports on economic philosophy, international governments, and structural change for CEO Sudhakar Ram. Contributed research to *The New Constructs*, a book now in editorial review. Worked remotely.

**Go Overseas** | Berkeley, CA | January 2012 - May 2012  
**Chief Content Editor:** Organized, edited, and published 500+ articles and other content for Go Overseas, a programs-abroad web startup. Created and managed editorial calendar, established and maintained relationships with contributors and partners, oversaw subject matter and quality of written copy, created interactive spreadsheets for managing published content.

**Go Overseas** | Berkeley, CA | September 2011 - December 2011  
**Marketing and Editorial Intern:** Wrote article content and program listings, researched article-related projects, structured new article silos.

**George Beier Campaign for City Council** | Berkeley, CA | May 2010 - November 2010  
**Treasurer, Office Manager and Photographer:** Maintained contributions and expenses for George Beier and Gordon Wozniak. Established relationships with key donors and campaign contributors, balanced budget, photographed events and prepared campaign material, assisted with office work.

## Education

**University of California, Berkeley**  
*Political Science and Sociology*  
GPA (combined): 3.5  
August 2008 - May 2012

**University of Cambridge**  
Thesis: “Why Youth Don’t Vote:  
A Social and Political Survey”  
June 2011 - August 2011

## Skills



- Adobe Lightroom
- Adobe Photoshop
- Bohemian Code Sketch
- DSLR Photography (Canon)
- Microsoft Suite
- Wordpress
- MailChimp
- Insightly
- Languages: Spanish, Telugu
- Google Analytics, AdWords
- Comfortable with SEO
- Familiar with Adobe InDesign