

# VIDYA KAIPA

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## Education

**University of California, Berkeley**  
*Political Science and Sociology*  
August 2008 - May 2012

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

## 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 in business, as well as a proven track record of communicating effectively between the two worlds. She excels in bringing focus and balanced thinking to find 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 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.)

## Skills



### Business

- Trello, Asana
- Microsoft Suite
- Wordpress
- Squarespace
- Greenrope (CRM)



### Design

- Bohemian Code Sketch
- Adobe Photoshop
- Adobe Lightroom
- Adobe InDesign
- DSLR Photography (Canon)



### Marketing

- Languages: Spanish, Telugu
- Google Analytics, AdWords
- MailChimp, Hootsuite
- HotJar, Insightly, Optimizely
- Comfortable with SEO

## Work History

**MentorCloud** | San Francisco, CA | January 2015 - Present  
**Marketing and Design Manager, Interim Customer Success Manager:** Create and manage MentorCloud's marketing and outreach strategy. Liaise with 20+ accounts to create customized materials and develop case studies, white papers, and comparative analytics. Develop lists of potential clients using industry resources, website analytics, and existing client referrals. Establish, manage, and onboard CRM. Provide input on product development. Redesign website content, visuals, and landing pages. Design graphics and provide photographs.

**Runway Incubator** | San Francisco, CA | January 2014 - January 2015  
**Program Manager:** Collaborated with industry leaders to provide best-in-class 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.

**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 relationships with contributors and partners, supervised subject matter and quality of written copy, created interactive spreadsheets for managing published content.

**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.

