

VIDYA KAIPA

Medium Product Marketing Manager

As a long-time Medium author, I've been a vocal proponent of the platform and what it represents as the future of free press. Joining Medium's team as a Product Marketing Manager is a perfect opportunity to escalate my passion for the product and apply my marketing experience, having spent the past six years designing, building, and measuring campaigns for startups and incubators.

I'm excited about curating anthologies from top Medium posts, creating educational "courses" using topic-specific content, and partnering with universities to showcase exceptional essays and research projects. I look forward to growing the brand and providing incentives for quality work such that Medium remains the best source for social journalism and op/eds on the Internet.

Below are a few examples of my skills most relevant to role of Product Marketing Manager. Thank you for reading!

MARKETING EXPERIENCE



MentorCloud (Marketing Strategy)

Managed MentorCloud's digital existence, including website design and maintenance, social media channels, advertising, strategic outreach, and Lean Startup-inspired experiments.



Runway Incubator (Event Marketing)

Streamlined existing marketing efforts and introduced new forms of outreach to residents and attendants of past and future events hosted at Runway. Emails had 50%+ open rate.



Go Overseas (Content Curation / Editing)

Served as Go Overseas' Chief Editor. Established content strategy including calendars, categorization, and outreach. Determined topics for future articles, liaised with guest writers, and posted to site.

DESIGN EXPERIENCE



MentorCloud (UX / Graphics / Collateral)

Redesigned and managed visual and written content on MentorCloud's website. Built documentation, infographics, and other graphic content for landing pages, conferences, and email campaigns.



Runway Incubator (UX / Email / Collateral)

Developed visual content for website, email campaigns, social media, and user guides. Updated website UX. Created templates for all official documents, including slide decks, contracts, and promos.



Freelance (UX / Graphics / Collateral)

Worked with a range of clients to utilize design thinking and UX design to reimagine marketing campaigns, website collateral, logos, and photography. Consulted on design strategy.

RESEARCH EXPERIENCE



MentorCloud (Competitive Analysis)

Examined competitive landscape, developed qualitative and quantitative measurements to determine company success, and wrote reports advising company on marketing and sales strategy.



The Connected Age (Published Book)

Researched and wrote comprehensive reports on economic philosophy, international affairs, and structural change for Mastek CEO Sudhakar Ram. Book released in 2014.



Why Youth Don't Vote (Thesis)

Completed honors thesis dissecting young voter turnout, sociopolitical trends in political participation, and related economic factors while studying at UC Berkeley and University of Cambridge.

CLIENT EXPERIENCE



Taproot Foundation (Nonprofit Partnerships)

Developed partnership with the Taproot Foundation to host a series of workshops and discussions to help startups explore pro bono volunteering. Sponsored Taproot at events.



Runway Incubator (For-Profit Partnerships)

Developed partnerships with every major startup-related meetup group in the Bay Area to create independent pipeline of events, panels, workshops, earning Runway \$7K/month and new clients.



SF Office of Civic Innovation (Government Partnerships)

Supported the planning and implementation of the San Francisco Entrepreneurs-in-Residence Program at Runway and introduced 10 EIR companies to partners within the Runway ecosystem.