

VIDYA KAIPA

Associate Producer

I'm applying for the position of Associate Producer because I'm excited about supporting and growing R/GA's eclectic client base.

My blend of organizational rigor, creativity, kindness, and passion for design and business is on brand with R/GA, and can be an enormous asset in developing client loyalty and referrals. I've worked with corporate clients, startups, and nonprofits as a project manager and a customer success manager, and I consistently receive positive feedback regarding my attentiveness, ability to anticipate and resolve problems, and genuine empathy. **My experience of seamlessly juggling projects can allow R/GA's design team to fulfill its commitment to quirky and cutting-edge solutions.** (By the way, congrats on the "Straight Outta" campaign win at Cannes!)

I've worked in project and client management for the past five years and am eager to apply both my soft skills and technical expertise to the role of Associate Producer. Below are a few examples of my relevant skills. I look forward to hearing from you!

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.

DESIGN EXPERIENCE



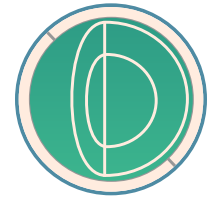
MentorCloud
(UX / Graphics / Collateral)

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.

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.