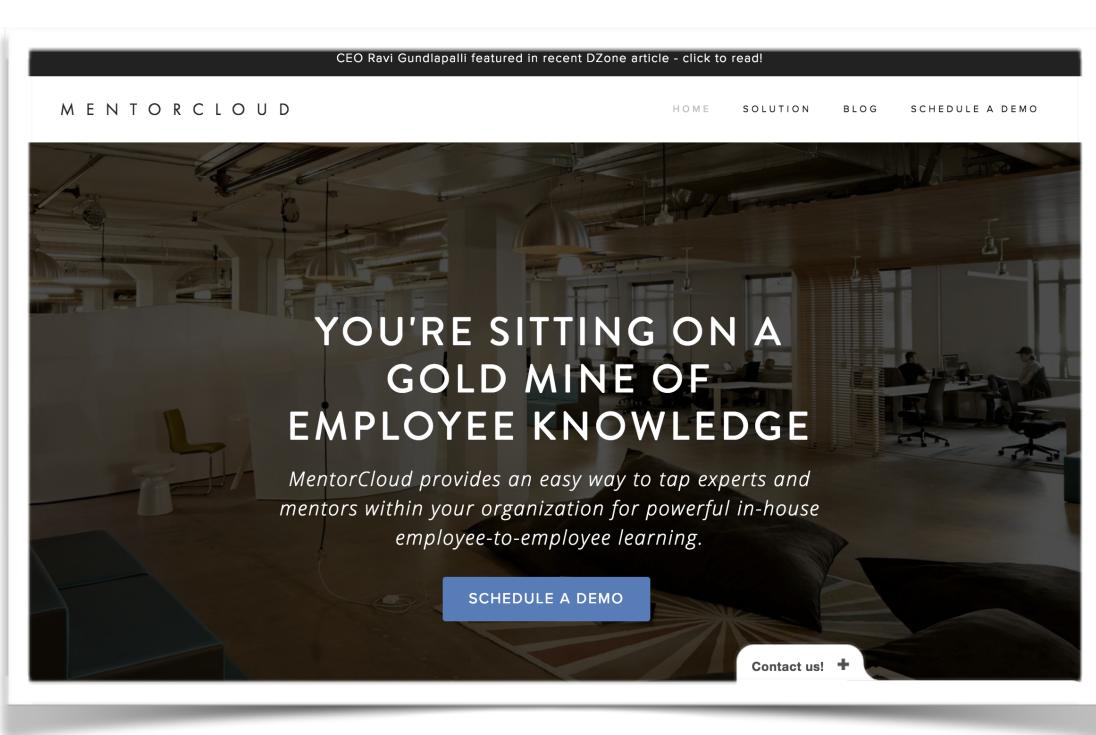


MARKETING SAMPLES

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Website Content, UX, Metrics, Paid Advertising

Example: [MentorCloud Website](#)

- Built and maintained **MentorCloud website** using Squarespace
- Wrote and edited website copy; maintained blog posts
- Designed user experience and information architecture
- Tracked metrics provided by Google Analytics, Squarespace, and HotJar
- Performed weekly modifications based on experiments and user feedback
- A/B tested and optimized paid advertising methods and website copy using Optimizely and Google AdWords
- Achieved a 2.75% CTR with a \$500 budget, validating hypothesis that MentorCloud should highlight cost savings through increased retention



RUNWAY

THE 2015 GUIDE TO EVERYTHING YOU NEED TO KNOW

MAILING ADDRESS

1355 Market St. #488

WHAT IS RUNWAY?

Runway is an innovative coworking space and

WHAT MAKES RUNWAY PHYSICALLY UNIQUE?

Over one-third of Runway's

WHAT'S RUNWAY'S HISTORY?

Runway's iconic orange doors opened for business in January

Content Design and Documentation

Example: [Runway User Guide](#)

- Researched, wrote, and designed user guide for 200+ member community of entrepreneurs
- Established consistent branding guidelines and supporting documentation
- Created case studies, whitepapers, and presentations that served as external marketing tools for investors and corporate partners
- Consolidated disparate practices into single package
- Incorporated user feedback to build final product

RUNWAY INTERNAL CALENDAR

by manana
& vidya



Get excited - there's another fun-filled week of events coming up! **Remember:** you can also check www.runway.is/calendar for more information on most of these events.

Upcoming Events

Tuesday -- March 4, SAP and Runway will be hosting a forum on Big Data and predictive and real-time analytics. The forum will run from **2 - 7 pm** and will include an introduction to the SAP Startup Focus program as well as SAP HANA. If you're interested in participating in this tremendous opportunity, **please contact manana@runway.is** as soon as you finish reading this email.

Email Marketing

Example: Runway Newsletter

- Created weekly newsletter to communicate messages and upcoming events to Runway community and alumni using MailChimp
- **Average open rate of > 50% and click rate of 10%**
- Evolved content and design over year to incorporate surveys and feedback (leading to streamlining of onboarding and operations, as well as development of new educational programming tracks)
- Copyedited all newsletter content for clarity and consistency



Event Marketing and Partnerships

Example: Conferences (*The Indus Entrepreneur's TiECon '14/'15, 500 Startups Batch 15 Demo Day, NAWBO Women's Business Conference '14*)

- Designed and coordinated all conference-related materials and outreach
- **Spoke on panels representing MentorCloud**
- Facilitated live 200+ member mentoring sessions
- Liaised with prospective clients
- Built relationships with potential collaborators
- **Wrote event write-ups for MentorCloud and Runway blogs (see more examples on next page)**

MENTORCLOUD AT NAWBO'S WBC2014 (SEPT. 8 - 9)

September 20, 2014
by Vidya Kaipa



One example of the excellent soirees at NAWBO's WBC2014: music, drinks, and canal rides at the "Night on the Canal" at the Eitelborg Museum

Blogs

Runway Examples:

- [Seth Godin Wants Us to Be Scared](#)
- [\(Runway Exclusive\) Yu-Kai Chou Lectures at Runway Incubator](#)
- [PR Hacking Like a Boss](#)

MentorCloud Examples:

- [MentorCloud at NAWBO's WBC2014](#)
- [Blog Carnival \(Vol. 1\)](#)
- [HR Game Changers: Sales Huddle Group](#)

Other Examples:

- ["Why Every Cafe Should Schmear Your Bagel"](#)
- ["FYI: LinkedIn Is Not a Dating Service"](#)
- ["On Authenticity"](#)

- Wrote and edited blogs for Runway, MentorCloud, and Go Overseas
- Established content strategy and co-marketing opportunities
- Project managed content contributions and publishing calendars
- Built international following for travel blog with **readers from 100+ countries**

MentorCloud @MentorCloud · Mar 3
March 29 @ 5:30 PM: excellent #firesidechat & #networking event with @ARAmentors! We'll be there - will you? #mentor arasiliconvalley.splashthat.com

MentorCloud @MentorCloud · Mar 2
Consider #hiring a failed #founder for your #company - they have the #hunger to turn your #business into a #success! mentorcloud.com/blog/2016/3/2/ ...

MentorCloud @MentorCloud · Feb 29
Does your company have an #EmployeeEngagement plan? If not, could be losing \$1000s in #profit. #management #business mentorcloud.com/blog/2016/2/29/ ...

MentorCloud @MentorCloud · Feb 25
#startup #founders need regular #feedback to make their #business succeed. Read 7 #entrepreneur tips from our blog!

MentorCloud @MentorCloud · Feb 22
Hate #meetings? You're not alone. Here are 8 simple ways your #management team can make them suck less. #leadership mentorcloud.com/blog/2016/2/22/ ...

MentorCloud @MentorCloud · Feb 18
Thank you to everyone who stopped by at @500Startups #demoday & shared their enthusiasm for our vision! #500STRONG

500 Startups @500Startups
Say hi to @MentorCloud > employee-to-employee learning platform for enterprises slideshare.net/500startups/50... #500STRONG

MentorCloud @MentorCloud · Feb 12
Take the step in connecting w/ a #mentor who will guide you to positive growth. Learn how: mentorcloud.com.

Social Media Marketing

Example: MentorCloud Twitter

- Managed MentorCloud's Twitter, Facebook, and LinkedIn presences
- **Developed outreach strategy to key partners and potential clients**
- Distributed website content and ran contests to develop e-books and blogs
- Advertised for live events and live-tweeted notable comments and activities

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