VIDYA KAIPA

LUNAR
MarCom Coordinator

I'm a design-focused marketing strategist with extensive experience in the startup ecosystem, both having run educational programming and events at Runway Accelerator and using growth hacker techniques to build MentorCloud's and Go Oversea's brand, strategy, and collateral.

As LUNAR settles at its new home within McKinsey, the marketing department has a unique opportunity to simultaneously highlight the benefits of the collaboration while supporting LUNAR's individual identity. **Creating a marketing strategy that communicates this messaging - complete with online collateral, social media, and events - is a welcome challenge.** Working with a range of startups and incubators has given me insight into how the Bay Area has reconceptualized business and design. **I believe these learnings can be enormously helpful in communicating LUNAR's unique value proposition to both small and large clients**.

Below are a few examples of my skills most relevant to position of MarCom Coordinator. I'm excited to continue my trend of connecting those who can with those who do and communicating my enthusiasm for LUNAR's brand as a marketing ambassador. I look forward to hearing from you!

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.