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Data-driven marketing strategist & digital storyteller
with a foundation in HTML/CSS. Vidya excels in delivering human-centered marketing solutions to the tech industry through content, email, and web design. Her passion for social impact is an integral part of both her personality and career objectives. She seeks a vibrant, creative work environment with innovative and well-traveled coworkers. (She does not commonly reference herself in the third person.)

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

Skills

Marketing

- A/B Testing - Content & Statistics (Optimizely)
- Email Campaigns (MailChimp)
- Customer Research - Screen Recordings (HotJar)
- Customer Development Interviews
- SEO and Website Microdata
- SEM (AdWords, Facebook, Twitter)
- Social Media (Buffer, Hootsuite)
- Web Analytics (Google Analytics)

Design

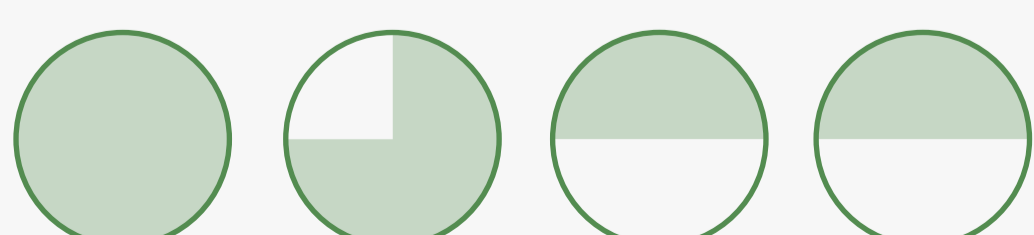
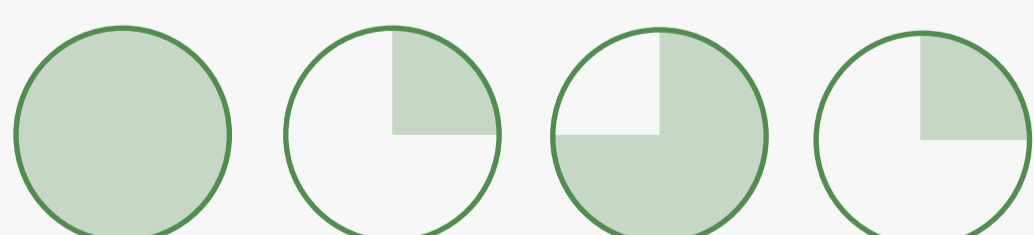
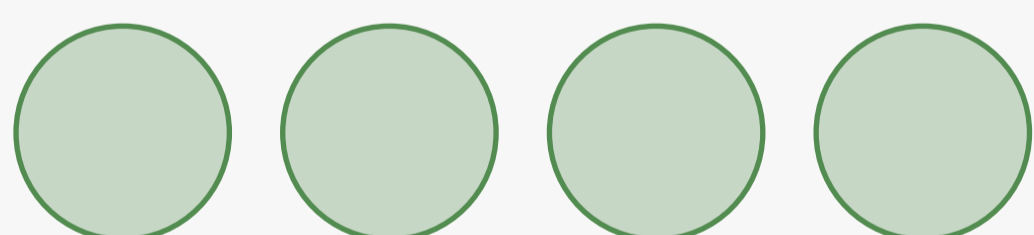
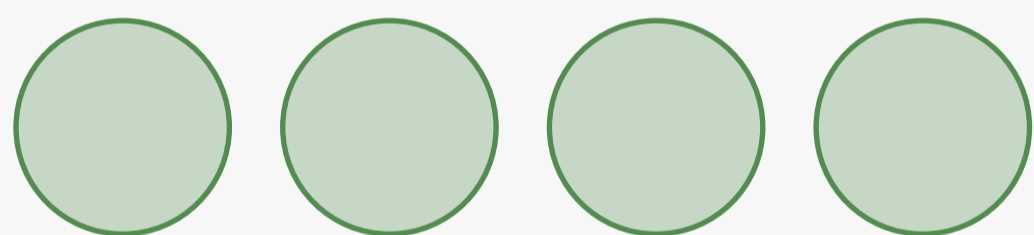
- HTML/CSS/SASS
- Website Design
- Email Design
- Human-Centered Design
- CMS (Wordpress, Squarespace)
- Sketch, Photoshop, Lightroom
- DSLR Photography

Other

- Kanban, Waterfall, Agile Project Management, CRM (Insightly)

Work History

Content / Brand Market Business
design strategy research development



MentorCloud (500 Startups) | San Francisco, CA | January 2015 - Present

Marketing and Design Manager:

- Created marketing website using Squarespace CMS, HTML/CSS & SEO
- A/B tested web copy, landing pages, & UI/UX; shortened sales funnel by 3 months
- Developed & managed marketing & outreach strategy, including SEM, blogs, whitepapers, email campaigns, partnerships, events, & social media presence.
- Validated marketing hypotheses with AdWords campaigns, resulting in a 2.5% CTR
- Designed product release email campaigns with a 50% open rate
- Managed distributed team of 20 freelance writers and designers, editing 200+ digital assets
- Liaised with 20+ accounts to conduct case studies & interviews to gain insight into needs
- Built customized documentation & help centers to increase admin and user engagement
- Bolstered leads pipeline with industry resources, Google Analytics, & customer referrals
- Onboarded CRM to track sales relationships & build drip campaigns

Runway Incubator | San Francisco, CA | January 2014 - January 2015

Program Manager:

- Identified need for thought-leadership and increased brand awareness with artistic assets
- Collaborated with 50+ industry leaders to design programming (workshops, lectures, panels) around community-defined subject-matter interests of 200+ resident entrepreneurs
- Designed, curated, coordinated, & marketed 300+ educational events using Eventbrite, Meetup, internal communication tools, & co-marketing partners
- Wrote & edited biweekly emails using MailChimp, receiving an average 33% open rate
- Introduced Slack as new channel to spread marketing collateral & conduct client interviews
- Raised occupancy from 70% to 95% by addressing client needs & introducing ventures to partners

Mastek | Mumbai, India | June 2012 - March 2013

Researcher (*The New Constructs*):

- Supported CEO Sudhakar Ram in structuring book's narrative & debating key components
- Researched & authored 5 reports on economic philosophy, int'l governments, & structural change

Go Overseas | Berkeley, CA | January 2012 - May 2012

Chief Content Editor:

- Organized, edited, & published 500+ articles, supervised subject matter & quality of written copy
- Created & managed editorial calendar, CMS, & spreadsheets for managing published content
- Established relationships with contributors and partners