

# Lydia Wallbaum

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## Experience

### Production Coordinator at JESS3

April 2011-present

- Create order out of chaos for Nike, Google Politics, American Express, Intel, Samsung and many other world-class companies from the Oklahoma City office
- Create weekly social media reports for 10 different Nike stores
- Project lead for data visualization projects for LeWeb from start to completion, currently leading projects for the Economist and Webtrends
- Delivered on-the-ground production support for Google Politics on Fox News at the New Hampshire primaries
- Find, hire and on-board hundreds of unique artistic talent from around the world
- Leading the JESS3 street team at SXSW in Austin, Texas this March

### Social Media Intern at Zion & Zion Agency

Summer 2011

- Zion & Zion, rated the number one PR agency in Phoenix, provides integrated PR, advertising, and marketing for national clients such as Whole Foods, the White Sox, and Sea World
- Wrote media releases, press releases, and blog posts for the 3rd largest pool builder in the nation
- Used Hootsuite to craft a social media strategy; carried out Twitter contests and increased the client's followers
- Created targeted media lists and pitched customized stories to national media outlets

### Communications Intern at Health Alliance Medical Plans

2008-2011

- Wrote articles for health magazines reaching 240,000 members for an Urbana, Illinois based Health Insurance company
- Directed and produced health videos featured on the company website
- Created content for internal materials and worked with graphic designers to create finished products
- Organized National Senior Health and Fitness Day attended by hundreds of local seniors

## Education

### University of Illinois at Urbana-Champaign

December 2011

- Bachelor of Science in Advertising; Minor in Spanish
- GPA: 3.71/4.0; Deans list (Spring 2008, Fall 2009, Spring 2010)
- One of the top three Advertising programs in the United States (US News and World Report)

## Skills

- Exceptional writing and communication skills
- Organizational freak
- Wizard in Google tools, Basecamp, Harvest, Excel, Cision, Wordpress
- Well versed in design, development and UX/UI terminology