

# Lydia Curry

Marketing Coordinator — Project & Event Management — Digital Content Specialist

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## Profile

Marketing Coordinator with 2+ years of experience in project management, event planning, and digital content creation. Adept at coordinating marketing campaigns, streamlining workflows, and executing strategic brand initiatives. Skilled in video production, photography, and graphic design with growing expertise in Google Analytics and digital marketing tools. Passionate about bringing creative storytelling and organization together to enhance brand visibility and engagement.

## Areas of Expertise

Project Management - Event Planning - Content Strategy - Social Media Marketing - Video Production - Photography - Graphic Design - Digital Asset Management - Google Analytics - Public Outreach - Stakeholder Communication - Campaign Development - Workflow Optimization

## Professional Experience

### **Freelancer, (The Authors Guild)**

**Remote** 02/2025 - Present

- Developed informative content on key issues in the writing community, including book bans, intellectual freedom, and policy advocacy.
- Researched and created digital content to support public awareness campaigns, working closely with advocacy groups and stakeholders.

### **Marketing and PR Coordinator, (The Creative District)**

**Phoenix, AZ** 03/2024 - 12/2024

- Developed strategic marketing campaigns and promotional materials, ensuring consistent brand messaging across print and digital platforms.
- Managed social media campaigns, content creation, and public relations efforts.
- Provided video production and photography support, creating high-quality multimedia content for marketing initiatives.

### **Phoenix Chapter Lead, (WE MAKE NOISE)**

**Phoenix, AZ** 09/2023 - 01/2024

- Lead strategic event planning and marketing efforts for music and arts-focused events in the broader Phoenix area.
- Develop and execute promotional campaigns to maximize the visibility of events and the engagement of the audience.

### **Marketing Coordinator, (The Arizona Office of Tourism)**

**Phoenix, AZ** 06/2023 - 03/2024

- Led the management and curation of the public photography database, overseeing the capture, editing, and organization of high-quality digital assets.
- Conducted community listening tours to gather community insight and strengthen engagement with local businesses and tourism partners.
- Assisted in the creation and execution of marketing campaigns, including social media content and blog writing to enhance visitor outreach.
- Maintained an efficient digital asset organization system, streamlining the workflow for internal teams.

### **Marketing Intern, (Benchmark Electronics)**

**Tempe, AZ** 12/2022 - 06/2023

- Contributed to various marketing initiatives, including creating engaging social media content, conducting market research, writing press releases, and coordinating events.
- Used HubSpot to optimize social media strategies, streamline content scheduling, and analyze campaign performance.

### **Visual Journalist, (Cronkite News)**

**Phoenix, AZ** 01/2023 - 04/2023

- Shot and edited photos and videos, pitched and produced original news stories.
- Anchored weekly news broadcasts that deliver clear and engaging reports.

### **Radio and Talk Intern, (KTAR News)**

**Phoenix, AZ** 08/2022 - 12/2022

- Covered a variety of stories, wrote news scripts for broadcast, and conducted research for segments.
- Gained hands-on experience in a fast-paced newsroom, observing editorial processes and learning live reporting and media production. Collaborated with senior journalists to develop timely and compelling content.

## Leadership and Campus Involvement

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### Vice President, Director and Coordinator, Special Events

**Phoenix, AZ** 01/2022 - 08/2023

- Progressed from Coordinator to Vice President, leading event planning and execution for the ASU Downtown Phoenix campus.
- Managed large-scale events, vendor coordination, budgeting, and marketing efforts to increase student engagement.

### Homecoming Director

**Phoenix, AZ** 08/2022 - 12/2022

- Led the planning and execution of the ASU University-Wide Homecoming effort, including the Parade, Lantern Walk, and supporting signature campus events.
- Oversaw a team responsible for logistics, marketing, and student engagement.

### Student Event Programmer *ASU Barrett, The Honors College*

**Phoenix, AZ** 08/2021 - 12/2022

- Assisted in planning and executing events for Barrett students, fostering community engagement and student networking.

## Education

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### BA Journalism and Mass Communication *Arizona State University*

**Phoenix, AZ** 2020-2024

Minor: Special Event Management, Awards: Cronkite Spirit Award for Exceptional Leadership.

### MS Digital Audience Strategy *Arizona State University*

**Phoenix, AZ** 2024-2025

Relevant Courses: Digital Audience Analytics, Social Media Campaigns and Engagement, Search Engine Strategy for Digital Audience Acquisition

## Skills

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- **Marketing and Content:** Campaign Coordination, Content Strategy, Brand Development, Social Media Management, Public Outreach
- **Project Management:** Event Planning, Workflow Optimization, Stakeholder Coordination, Budget Management
- **Multimedia and Design:** Video Editing, Photography, Basic Graphic Design (Canva, Adobe Premiere Pro, Adobe Photoshop and Lightroom)
- **Digital Marketing and Analytics:** Google Analytics, SEO, Digital Asset Management, Social Media Engagement
- **Soft Skills:** Google Suite, Microsoft Office/365, Organization, Communication, Adaptability, Leadership, Team Collaboration

## Languages

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- **English** [Native]

- **French** [Basic] - Literate