

LYDIA PAMUDJI

| Lpamudji@nyu.edu | | <https://www.linkedin.com/in/lydia-pamudji/> | Portfolio: <https://www.lydiapamudji.com/>

EDUCATION

New York University, Gallatin School of Individualized Study, New York, NY **May 2023**
Bachelor of Arts in Individualized Study | Minor: Digital Art & Design | Magna Cum Laude **GPA: 3.96**

- Individualized Study: Marketing/Advertising, Interactive Media & Design, Art, Social Justice & Business

RELATED EXPERIENCE

PG&Co - Freelance Researcher **Oct 2023 – Present**

- Conducted in-depth market analysis for clients, identifying emerging trends and opportunities
- Created decks for the strategy team to communicate research results and competitor analysis

The Mix Global - Freelance Researcher & Strategist **Jun 2023 – Present**

- Moderated research events & online studies of participants to gather insights about identities, cultural insights, communities, brand perceptions, & socialization behaviors to inform client's brand campaigns
- Created client-facing and internal planning decks / brand strategy documents based on data insights

Publicis Media - Digital Strategy Intern (APEX Exchange) **Feb 2023 – May 2023**

- Researched insights across media to make recommendations on multicultural targeting in advertising
- Collaborated with strategy leads in client and vendor communications and troubleshooting scenarios
- Attended campaign planning/activation calls and media vertical learning sessions with APEX partners

Adweek - Community Strategy Intern **Jun 2022 – Sept 2022**

- Supported execution, content strategy & creation of community series, committee meetings, and programs (CMO Moves, Women Trailblazers, Creator Network, Executive Mentor / Rising Program)
- Assisted with industry research and outreach of top market leaders and brands to engage with

Stop AAPI Hate - Youth Campaign Coordinator **Jun 2021 – Aug 2021**

- Led the development of digital media projects regarding Stop AAPI Hate youth policies & resources
- Implemented Stop AAPI Hate policy recommendations in schools, school districts, etc.

PUBLICATIONS & PROJECTS (RESEARCH/WRITING/CREATIVE)

[What Is A Queen To You?](#) **Book available July 2024**

- Project to be published in: [Queens in Antiquity and the Present: Speculative Visions and Critical Histories](#)

[Arts Activism Archive](#) **May 2022**

- Digital archive of artists, activists, & organizers that do creative work to enact social change

[Joy in Color - Advertising for Social Good](#) **Dec 2021**

- Campaign plan of Black storytelling through stylized billboards, experiential events, & social media

[Color by Her](#) **Nov 2021**

- Research on justice & peacebuilding by women artists of color, published on online platform *Confluence*

[UNESCO: Key Recommendations from the Art-Lab Review](#) **Dec 2020**

- United Nations research aiming to mainstream art in global human rights and development programs

OTHER WORK EXPERIENCE

Second Stage Industry - Creative Careers Cohort Member **Mar 2022 – May 2022**

- Planned job fairs for formerly incarcerated individuals and created promotional/marketing materials

Facing History and Ourselves - Office of Equity & Inclusion Intern **Sept 2021 – Dec 2021**

- Developed internal marketing materials & researched education equity and antiracist pedagogy

UNESCO - Creativity, Arts, & Social Transformation Research Assistant **Jun 2020 – Aug 2020**

- Researched on global ethical arts practices for Art-Lab for Human Rights for the UN

SKILLS

Technical: Microsoft Office Suite, Google Suite, Adobe Illustrator & Photoshop, Procreate, WordPress, Basic HTML & CSS, Blender, Canva, Salesforce, Social Media management (Instagram, Facebook, etc.)

Languages: Spanish & Mandarin (conversational)