



# LYDIA LIERZ

COPYWRITER + DIGITAL MARKETING  
+ SOCIAL MEDIA SPECIALIST


## SUMMARY

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A motivated, effective copywriter and social media marketing specialist with a proven track record of producing and managing successful online campaigns with carefully crafted copy & graphics.

## CONTACT

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 6281 N Klamm Rd,  
Unit 5311  
Kansas City, MO

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 (785) 288-0989

 /lydialierz

## EDUCATION

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Kansas State University  
Bachelor in Advertising,  
DEC 2018  
GPA: 3.7

## CORE COMPETENCIES

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- Copywriting
- Strategic Media Buying
- Digital Marketing
- Social Media Management
- Data Analysis
- Team Collaboration
- Use of Canva, and Adobe Creative Suite including: Photoshop, Lightroom, InDesign, and Illustrator

## WORK EXPERIENCE

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### **Amplify Media, Digital Marketing Specialist**

JAN 2019 - PRESENT

- Create & deploy multiple social ads daily across multiple verticals, targeting a wide variety of demographics
- Managed social media content creation, page management, social media strategy (Facebook, Instagram, Twitter)
- Manage, optimize & scale multiple ads across platforms such as Facebook, Google Adwords, Taboola, & Content.Ad and more
- Responsible for a daily ad spend of \$25-30k

### **OZ Museum/Columbian Theatre, Marketing Lead**

MAY 2018 - DEC 2018

- Responsible for copywriting, copyediting, photo editing, and website development
- Managed social media programs for two brands with over 18k fans and followers
- Creative director & project manager of ongoing OZ Museum commercial advertising