

## CONTACT

lydia@lydiamunson.com  
www.lydiamunson.com  
Seattle, WA 98119

## SUMMARY

Driven by a passion for storytelling, inclusion, and collaboration, I am a creator and strategist who excels at transforming complex ideas into engaging and actionable content. With a background in project management, media, and human rights, I bring a deep commitment to amplifying diverse voices and crafting narratives that resonate. From producing high-impact articles and campaigns to optimizing content workflows through technical expertise, I combine creativity, precision, and audience-centered communication to deliver impactful outcomes that foster connection and inspire imagination.

Let's build something impactful together.

## SKILLS

Writing | Editing | Storytelling | Stakeholder Collaboration | Strategic Communication  
Retail Engagement | Metrics Analysis | Content Optimization | Audience Feedback Integration  
Brand Development | Customer Experience | CMS & Content Tools | Audio/Visual Production

## EXPERIENCE

**FEB 2024-  
AUG 2024**

**SIG - SEATTLE, WA**  
PRODUCER

Produced and managed a podcast charting on Apple Music and Spotify, blending expert storytelling with strategic content creation to engage global audiences on social impact topics like mental health and aviation safety.

- Wrote dynamic and engaging scripts for episodes, weaving compelling narratives that captured listeners' attention and aligned with brand goals.
- Created detailed pre-show briefings for executives and thought leaders, ensuring impactful and focused discussions tailored to diverse audience interests.
- Built a website following SEO best practices, authored blog articles and promotional content to expand the podcast's digital presence, driving increased visibility and audience engagement.
- Leveraged analytics tools (Google Analytics, CoHost) to refine content strategies based on listener trends, increasing engagement and charting success.
- Built strong relationships with key stakeholders, managing interviews and post-production with precision and attention to detail.

**DEC 2020-  
DEC 2023**

**VERIZON - BELLEVUE, WA**  
PROJECT MANAGER - One Fiber

Delivered \$10M+ infrastructure projects that expanded 5G connectivity to underserved communities, demonstrating the ability to manage large-scale initiatives with precision and impact.

- Designed and executed detailed project roadmaps, sprint cycles, and KPI frameworks, achieving a 15% improvement in on-time delivery and exceeding performance metrics.
- Streamlined workflows designing AI-driven automation tools, reducing bottlenecks and improving resource efficiency, showcasing a strong aptitude for optimizing processes.
- Coordinated cross-functional teams and stakeholders, aligning diverse perspectives to achieve strategic goals.
- Monitored and analyzed performance using tools like Jira/Confluence, Tableau, and SharePoint, providing actionable insights that improved project outcomes.
- Produced weekly reports and dashboards to track milestones and identify areas for continuous improvement, ensuring accountability and measurable success in achieving goals.





## COMMUNICATIONS SPECIALIST

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**JUL 2011-  
DEC 2020**

**VERIZON WIRELESS - GREEN BAY, WI**  
COMMUNICATIONS SPECIALIST

Designed and executed content-driven campaigns to support product launches resulting in consistent ranking in the top 10% nationally for Key Performance Indicators (KPIs) and Net Promoter Score (NPS).

- Delivered inclusive and impactful messaging tailored to diverse audiences, including native tribes and accessibility-focused clients, increasing engagement and customer satisfaction..
- Developed go-to-market (GTM) strategies in collaboration with Google, directly contributing to the successful launch of the Google Pixel and earning recognition at their Palo Alto HQ for driving adoption rates and sales.
- Created training materials and internal resources for retail teams, enhancing their ability to deliver consistent, effective messaging and improving customer interactions across the region.
- Analyzed campaign performance data to refine content strategies and optimize sales efforts, achieving 160% of quota metrics on average.
- Built customer-centric workflows to streamline communications and ensure timely delivery of critical updates, leading to reduction in response times and improved customer experience.
- Served as a trusted regional expert on personal electronics, crafting compelling content and product positioning that resonated with diverse demographics and supported long-term brand loyalty.

**OCT 2007-  
MAY 2011**

**WBCR 90.3FM - BELOIT, WI**  
STATION MANAGER

Increased station listenership by 300% through innovative programming, compelling storytelling, and the expansion of content into online streaming platforms, enhancing audience reach and engagement.

- Oversaw a team of 50+ volunteers, providing training and ensuring compliance with FCC regulations, fostering a collaborative and high-performing environment.
- Partnered with nonprofits and government agencies to produce impactful programs on community-focused topics, including local housing issues, showcasing a commitment to amplifying diverse voices and meaningful storytelling.
- Directed successful fundraising campaigns, securing sponsorships that sustained and expanded programming, achieving a 25% increase in funding over two years.
- Conceptualized and produced multimedia content, aligning programming with audience interests and ensuring consistency with the station's mission and branding.
- Collaborated with community leaders and stakeholders to identify relevant topics, tailoring content to engage diverse audiences and create lasting impact.

## EDUCATION

**LINNAEUS UNIVERSITY (SWEDEN)**

International Relations – Media, Democracy and Human Rights

**BELOIT COLLEGE - BACHELOR OF ARTS (BA)**

International Relations, Communications