



CREATIVE
COMMUNICATIONS

CONTACT

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

SUMMARY

Creative Producer and Project Manager who bridges the gap between high-level editorial storytelling and ground-level technical execution. With a background spanning from live radio broadcasting to massive telecommunications infrastructure and executive media production, I know how to translate complex ideas into clear, human-centric narratives. I am a hands-on builder—whether that means architecting a new podcast pipeline, mapping out a multimillion-dollar product rollout, or getting behind the camera to capture authentic stories. I thrive in high-pressure, rapidly changing environments where technical precision and deep empathy are equally required to drive an audience forward.

CORE COMPETENCIES

- **Content & Editorial Strategy:** Multi-Channel Content Strategy | Scriptwriting & Copywriting | Editorial Direction | Content Lifecycle Management | SEO Best Practices | Brand Messaging & Positioning
- **Creative Project Management:** Agile & Sprint Methodologies | Cross-Functional Leadership | Workflow Design & Automation | Asset Production Pipelines | Stakeholder Management | Risk Mitigation
- **Technical Stack & Analytics:** Jira | Confluence | Smartsheet | Tableau | SharePoint | Ableton Live | OBS Studio | Digital Publishing | Audience Analytics | Net Promoter Score (NPS)

EXPERIENCE

FEB 2024- SIG - SEATTLE, WA

AUG 2024 PRODUCER - Strategic Content & Communications

- **Directed the complete creative lifecycle for a globally charting multimedia podcast**, bridging content strategy, live audio production, and digital publishing.
- **Designed scalable content pipelines** and structured interview workflows, accelerating delivery cycles and ensuring narrative consistency across multiple distribution channels.
- **Authored dynamic episodic scripts, narrative treatments, and comprehensive briefings**, preparing C-suite executives and technical subject matter experts for on-camera interviews.
- **Launched a centralized web hub and published companion articles** to anchor the show's digital presence and drive organic search visibility.
- **Cultivated strategic partnerships** by collaborating closely with high-profile guests to develop co-branded promotional assets that expanded global audience reach.

DEC 2020- VERIZON - BELLEVUE, WA

DEC 2023 PROJECT MANAGER - One Fiber

- **Managed cross-functional roadmaps and agile sprint cycles** for multimillion-dollar enterprise infrastructure initiatives, establishing KPIs that accelerated on-time delivery by 15%.
- **Architected structured communication workflows and tracking solutions**, stripping out operational friction and improving clarity across highly distributed teams.



CREATIVE
COMMUNICATIONS

CONTACT

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

- **Fostered strategic partnerships with external stakeholders**, bridging internal technical teams with municipal agencies and vendors to drive alignment and mitigate localized risk.
- **Built centralized tracking models and performance dashboards** using Jira, Confluence, Tableau, and SharePoint to translate raw operational data into clear leadership insights.
- **Owned executive reporting**, producing weekly milestone analyses that maintained transparency and accountability across a massive, shifting partner ecosystem.

JUL 2011- VERIZON WIRELESS - GREEN BAY, WI
DEC 2020 COMMUNICATIONS SPECIALIST

- **Orchestrated content-driven go-to-market campaigns for flagship product launches**, including co-developing strategies with Google for the Pixel launch that earned formal recognition at their Palo Alto HQ.
- **Crafted inclusive, culturally tailored messaging strategies** for diverse demographics and sovereign native tribes, building genuine brand loyalty and deep community trust.
- **Designed cross-functional communication workflows and partner-facing collateral** to ensure synchronized, high-impact engagement across regional retail campaigns.
- **Created multimedia training modules and internal enablement playbooks**, equipping distributed frontline teams to deliver consistent, accurate, and accessible product positioning.
- **Analyzed campaign performance and audience feedback** metrics to iterate content strategies, consistently driving regional KPIs into the top 10% nationally.

OCT 2007- WBCR 90.3FM - BELOIT, WI
MAY 2011 STATION MANAGER

- **Engineered the station's first online streaming architecture**, successfully modernizing a historic terrestrial radio station and driving a 300% increase in global listenership.
- **Trained and led a 50+ person broadcast team**, overseeing all creative programming, audio production workflows, editorial standards, and strict FCC regulatory compliance.
- **Led comprehensive, multi-channel fundraising and community outreach campaigns**, securing strategic sponsorships that expanded operational funding by 25% and modernized studio infrastructure.
- **Built hands-on technical training programs**, transforming volunteer staff into highly capable on-air talent fluent in operating complex broadcast boards and digital automation systems.
- **Overhauled and maintained critical studio broadcasting infrastructure**, actively diagnosing signal flow issues and upgrading legacy audio hardware to ensure a zero-downtime, 24/7 media pipeline.

EDUCATION

LINNAEUS UNIVERSITY (SWEDEN) - MASTER OF SCIENCE (MS)
International Relations – Media, Democracy and Human Rights

BELOIT COLLEGE - BACHELOR OF ARTS (BA)
International Relations, Communications