

Lydia Venema she/her/hers

CONTENT CREATOR, STORYTELLER, SOCIAL MEDIA SPECIALIST

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ABOUT

Media and communications professional specializing in social media strategy, content creation, and written + visual storytelling across sports, ecommerce, film, and television. Experienced in managing digital channels, producing social-first content, and collaborating across creative teams to build engaging brand narratives and audience growth. Brings additional experience in independent filmmaking, podcasting, digital marketing, and fan-first content creation.

EDUCATION

**Bachelor of Arts –
RTA Media Production**
Toronto Metropolitan University
2021 – 2025 | GPA: 4.0 | Dean's List |
Renewable Entrance Scholarship
Concentrations in Screenwriting and
Television/Video.
RTA in LA Program (2025):
Two-week intensive at UCLA with
Emmy-winning industry leaders;
pitched original TV series

SKILLS

Software: Adobe Creative Cloud,
CapCut, Final Cut Pro, Canva.
Videography, Copywriting, French,
Social media management,
Communications strategy.

PROFESSIONAL EXPERIENCE

Silverts Adaptive Clothing & Footwear / IZ Adaptive | 2023 – Present Community Engagement & Content Lead

- Managing digital content, brand voice, and marketing strategy for IZ Adaptive and Silverts, the leading brand family in adaptive clothing for people with disabilities.
- Grew Silverts Instagram by 70% in 10 months.
- Producing, shooting, and editing video + photo content, and writing copy for social media, paid ads, and e-commerce.
- Collaborating across design teams to maintain cohesive branding, partnerships, and community engagement.

Content Creator – IZ Adaptive

- End-to-end social-forward branded video production.
- Coordinated photoshoot production logistics, responsible for social content strategy, copywriting, managing social media channels.
- Acquired by Silverts in 2025.

Jackbox Creative | 2026 – Present

Freelance Creative Content Producer

- Photography and editing services for clients including the FIFA World Cup & the City of Toronto, and the Miraj Hammam Spa at the Shangri-La Hotel Toronto.

The Unstoppables Podcast | 2025 – Present

Editor & Producer

- End-to-end production and post-production services for Disability culture podcast hosted by acclaimed Canadian fashion designer Izzy Camilleri.

Canadian Soccer Players Association | 2025

Freelance Content Creator

- Photo, video, and social content production for the Canadian Women's National Soccer Team Players Association.
- Captured on-field and sideline content during National Team matches and community outreach initiatives.
- Collaborated with players to execute athlete-led creative content and strengthen digital presence.

Northern Super League | 2025

Media Day Assistant

- Supported Director of Marketing during inaugural Media Day.
- Oversaw media scrums, assisted professional athletes, and coordinated day-of logistics with media outlets and crew.

SELECTED PROJECTS

Sweetwater (2025) | Short Film | Writer, Director, Associate Producer

Queer historical coming-of-age romance/drama film. TMU RTA thesis project. Winner of RTA Media Award (TARA Award) – Best Project Pitch, Best Senior Film nominee. Official Selection Gimli International Film Festival 2025, Female Eye Film Festival 2025.

TMU Bold Women's Rugby (2025) | Digital Content | Videographer, Editor

Videographer and editor for social-forward content for the TMU Bold Women's Rugby Team's social and marketing channels highlighting end-of-season player stories.

Yikes! (2022 – 2024) | Webseries | Writer, Director, Marketing Lead

Sketch comedy series created by Alex Dashwood & Lina Cunningham-Bracht for TMU's MetTV. Nominated for RTA Media (TARA) Award – Best MetTV Series.