

Lydia Venema

FILMMAKER, CONTENT CREATOR, SOCIAL MEDIA SPECIALIST

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ABOUT

Creative media producer specializing in content creation, storytelling, and visual production. Experienced in developing compelling multimedia content across film, television, sports, and social platforms. Skilled collaborator with a strong background in branded storytelling, videography, editing, and directing award-winning projects. Brings additional expertise in social media strategy, digital marketing, and writing.

SKILLS

TECHNICAL:

Adobe Creative Cloud
(Premiere Pro, Photoshop,
Affect Effects)
Final Cut Pro
CapCut
Canva
Videography (DSLR & cinema
cameras)
Audio recording

PROFESSIONAL:

Social Media strategy &
management (Meta, TikTok,
LinkedIn, Twitter/X)
French (intermediate)
Script coverage
Creative pitching
Hosting/presenting

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.

PROFESSIONAL EXPERIENCE

Freelance Content Creator

Canadian Soccer Players Association | 2025 – Present

- Freelance video, photo, and social media content production for the Players Association of the Canadian Women's National Soccer Team.
- On-field and sideline shooting during National Team games.
- Producing content for community outreach projects with LGBTQ+ Toronto community soccer leagues.
- Collaboration with Olympic Gold Medalist Jessie Fleming to execute players' creative vision and strengthen online presence.

Social Media Lead

Strategic Systems Engineering | 2025 – Present

- Manage and grow LinkedIn, Instagram, and Facebook channels for boutique engineering firm specializing in climate resilience.
- Develop multimedia content (video, photo, graphics, written copy) to promote projects and partnerships.
- Write press releases and articles, securing media coverage and raising brand visibility.

Media Assistant

Northern Super League | 2025

- Supported Canada's first women's professional soccer league during launch.
- Managed media scrums, assisted professional athletes, and coordinated logistics with media outlets and crew.
- Provided direct support to Director of Marketing.

Content Creator & Podcast Producer

IZ Adaptive (*acquired by Silverts Adaptive Clothing 2025*) | 2023 – Present

- Produce branded video/photo content for adaptive fashion line serving people with disabilities.
- Edit and produce *The Unstoppables* podcast with designer Izzy Camilleri.
- Coordinate shoots, handle production management, and collaborate with marketing team.
- After Silverts acquisition: social content strategy development, copy writing, managing social media channels.

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.

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.

The Q Word (2021–2023) | Live Radio Show | Host, Digital Content Creator

Weekly one-hour queer media & culture show on Spirit Live Radio. Nominated for RTA Media (TARA) Award – Best Live Factual, Entertainment or Lifestyle Show.