

# Lydia Venema she/her/hers

CONTENT CREATOR, STORYTELLER, SOCIAL MEDIA SPECIALIST

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## ABOUT

Media and communications professional specializing in content creation, social media strategy, and visual production.

Experienced in telling compelling multimedia stories across ecommerce, film, television, and sports. Skilled collaborator with a strong background in branded content, videography, and community management. Brings additional expertise independent filmmaking, podcasting, 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 Management  
(Meta, TikTok, LinkedIn,  
Twitter/X)

Copywriting

Communications strategy  
development

French (professional proficiency)

## PROFESSIONAL EXPERIENCE

### Community Engagement & Content Lead

#### Silverts Adaptive Clothing & Footwear | 2025 – Present

- Managing online content and brand voice for IZ Adaptive, a Silverts Adaptive brand.
- Coordinating digital marketing campaigns, strategy, and related content.
- Producing, directing, and editing video and photo content for social media, paid ads, and online store, writing corresponding copy.
- Overseeing online community engagement and cross-brand collaborations.
- Shooting, directing and editing all video content for both Silverts & IZ Adaptive.

### 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.

### 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 2025) | 2023 – 2025

- Produced branded video/photo content for adaptive fashion line serving people with disabilities.
- Coordinated shoots, handled production management, and collaborated with marketing team.
- After Silverts acquisition: social content strategy development, copywriting, managing social media channels.

## 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.

## SELECTED PROJECTS

### The Unstoppables (2025 – present) | Podcast | Editor, Producer

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

### 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.