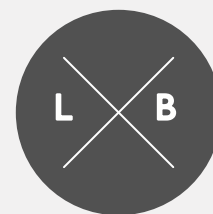


LANE BOTHA

CONTENT REVIEWER ASSOCIATE



INFO

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SOCIAL MEDIA

[linkedin.com/in/lanebotha](https://www.linkedin.com/in/lanebotha)
 lanebotha.com
 [instagram.com/lanebotha](https://www.instagram.com/lanebotha)

EDUCATION

2013 – 2017

Bachelor of Arts in Individualized Study

New York University Gallatin School of Individualized Study

Concentration: Visual Culture and Communication through Online Media

GPA: 3.9
University Honors Scholar / Founders' Day Award

RELEVANT COURSES

Social Media Strategy
Digital Marketing
Technology's Impact on Media & Entertainment
Advertising & Society
Webisode Production & Monetization

CERTIFICATIONS

// THE EDIT CENTRE PREMIER PRO VIDEO EDITING COURSE

// YOGA ALLIANCE 200-HOUR YOGA TEACHER CERTIFICATE

PROFESSIONAL SKILLS

Content Curation
Project Management
Writing and Communication
Content Strategy
SEO / SEM / Data Analytics
Video Editing
Creative Problem Solving

TECHNICAL SKILLS

Adobe CC

Adobe Premier Pro

Microsoft Office

WORK EXPERIENCE

- 06/16 – 07/16 **Account Management Social Media Marketing Art Direction Intern / Ogilvy & Mather** Cape Town
- Coordinated with the ad operations team to analyze and optimize campaign performance across all social channels including Facebook, Instagram, Pinterest.
 - Supported the art direction team with campaign pre-planning, designing, pitching, and presentation.
- 08/15 – 05/16 **Visual Merchandising Social Media Management Fashion Buying Intern / goop.com** New York
- Collaborated with the audience development team to design a brand strategy for overall social presence and selected high performing links for cross promotion via partner brands.
 - Visually organized, categorized, and tagged products on the e-commerce site, researched new brands, and supported the fashion buying team with daily inventory upkeep in Excel and Shopify.
- 06/15 – 07/15 **Student Intensive Program / Cannes Lions Festival of Creativity** Cannes
- Selected students from universities all over the world met in Cannes for an experiential week of learning, celebrating, and networking at this esteemed festival.

CLUBS / ACTIVITIES

ART DIRECTORS CLUB OF NEW YORK

A global organization that educates, connects, and inspires creative professionals through its programming and events.

THE TYPE DIRECTORS CLUB

A leading international organization whose purpose is to support excellence in typography, both print and digital, through ongoing education, panel discussions, and courses.

NYU GALLATIN ARTS FESTIVAL & FASHION SHOW

An annual showcase comprised of NYU Gallatin students, alumni, and faculty in the fields of visual art and design, to debut their creative collections in front of a large enthusiastic crowd.

EQUINOX HEALTH & FITNESS CLUB

A health and fitness club offering a wide range of group fitness classes, and investing time in building an inspiring community centered on lifestyle and wellness.