Lydia Aiuppy

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EDUCATION

Slippery Rock University, Slippery Rock, PA
Bachelor of Science (B.S.) in Communication
Concentration: Digital Media Production (Multimedia Emphasis)
Minors: User Experience and Interface design (UX & UI) and Leadership
Expected Graduation | May 2027 | GPA 3.7
Study Abroad | Barcelona | May 2027

SKILLS

Soft skills: leadership, adaptability, problem-solving, public speaking
Hard skills: Adobe Creative Suite (Illustrator, InDesign, Lightroom), photography, budget management

WORK EXPERIENCE

The Macoskey Center | Slippery Rock University | *Slippery Rock, PA*
Multimedia Intern: May 2026 - Present

- Created design elements and promotional materials for a fundraising event with over 175 guests.
- Helped a senior coordinator promote an on-campus event attended by more than 450 students, increasing attendance by 125%.
- Produced multimedia content for community outreach, including a summer newsletter sent to 900 recipients and photography for 120+ children across four weeks of summer camps.
- Improved visitor experience through a front desk redesign, 10+ informational flyers, yard signs, and seasonal signage.

Athletic Communication | Slippery Rock University | *Slippery Rock, PA*
Athletic Communication Assistant | July 2024 - Present

- Photograph a variety of NCAA Division II athletic events using professional camera equipment.
- Operate professional camera equipment during live broadcasts.
- Manage live sports broadcasts by updating scores, game clocks, on-screen graphics, and halftime statistics throughout events.
- Track and record in-game statistics across multiple sports.

Pittsburgh Steelers | Acrisure Stadium | *Pittsburgh, PA*
Tour Guide | October 2024 - Present

- Lead multiple stadium tours per day for groups of up to 60 guests, creating an engaging and welcoming experience through a combination of history, facts, and storytelling.
- Provided memorable experiences for more than 5,000 guests from around the world, adapting communication to overcome language barriers and connect with diverse audiences.
- Adapt tour routes in real time to accommodate unexpected stadium closures and operational changes while maintaining a positive guest experience.
- Modify tours to meet ADA accessibility needs, quickly adjusting routes for guests with mobility limitations while following stadium policies and safety requirements.

WORK EXPERIENCE CONTINUED

Student Event Assistant | May 2024 - August 2025

- Supported guest services for every Pittsburgh Steelers and Pitt Panthers home football game during the 2024 season, as well as events hosting crowds of more than 70,000 fans.
- Provided multiple departments with game-day support in ticketing, security, operations, suites and clubs, and 50/50 raffle based on stadium needs.
- Resolved guest concerns in a fast-paced stadium environment, identifying solutions to improve experiences for guests facing issues.
- Assisted with ADA accommodations and accessibility needs to provide an inclusive and positive stadium experience for guests.

Payroll and Student Employment | Slippery Rock University | ***Slippery Rock, PA***

Marketing and Event Planning Student Coordinator | August 2026 - Present

- Develop and manage social media content, generating 10,000+ TikTok views and 572 likes across four videos since September 2026.
- Increased TikTok account performance over a 30-day period to 9,600 views (+5,143%), 251 profile views (+2,410%), and 28 new followers (+2,700%).
- Manage Instagram content, generating 5,000 views, 112 likes, and 13 new followers within a 30-day period.
- Train an incoming student coordinator to manage the office's social media accounts and plan the annual Student Employee Appreciation event.

Marketing and Event Planning Intern | January 2026 - May 2026

- Planned and executed the university's largest Student Employee Appreciation event to date for 400+ students, managed a $7,000 budget, event theme, activities, decorations, promotional materials, and day-of logistics.
- Secured $4,500 in funding for student meals, coordinated 40+ donated raffle baskets from local businesses and campus departments, and recruited 25+ faculty and staff volunteers to support the event day-of.
- Helped plan and promote the university's Pillar 1 faculty and staff event for 150+ attendees, developing the event theme and promotional materials.
- Designed invitations and event materials for the 2026 PASSHE Human Resources Conference hosted by Slippery Rock University, attended by 100+ higher education professionals.

Marketing and Event Planning Office Assistant | November 2023 - January 2026

- Supported the planning of annual Student Employee Appreciation events attended by 250+ students in 2024 and 300+ students in 2025.
- Conducted fingerprinting and processed background checks for university faculty, staff, and student employees, maintaining confidentiality of sensitive information.
- Conducted new-hire appointments for student employees across the university, reviewing employment paperwork for accuracy and completion to ensure students were cleared to begin working.
- Supported daily office communications by responding to student, faculty, and staff questions by phone and email.

CAMPUS & COMMUNITY INVOLVEMENT

Lambda Pi Eta | Slippery Rock University
August 2026 - May 2027

Rock PRSSA | Slippery Rock University
August 2026 - May 2027