Olivia LuVisi

<http://justlivcreativeservices.weebly.com>

personal: oluvisi@gardner-webb.edu

**PROFESSIONAL** • Excellent written and oral communication

**SUMMARY** • Confident public speaker and people-person

 • Strong social media and marketing skills

**EDUCATION** **Gardner-Webb University, Boiling Springs, NC**

 Bachelor of Arts in Communications and Writing Awarded May 2016

**EXPERIENCE Director of Marketing & Digital Communications**

October 2019- *Lee Read Jewelers, Meridian, ID*

March 2020 • Administrated the creation and publishing of relevant, high-quality social media content reaching an audience of 8,000+ for a local jewelry company.

• Implemented a content editorial calendar via Trello to manage content and plan specific, timely marketing campaigns to boost revenue and social media following
• Monitored, listened, and responded to users in a "social" way while cultivating leads and sales
• Developed and expanded community and/or influencer outreach efforts
• Redesigned website via Shopify, including adding 400 products carried in store
• Designed all display ads and content for the website

April 2018- **Workforce Development Specialist – Technical Writer/Documentation**

March 2019 *Micron Technology, Inc., Boise, ID*

 • Created, edited, and managed operational, instructional, and maintenance documents and procedures for updates and periodic reviews
• Produced high quality products that conformed to the company and industry documentation and quality assurance standards and policies
• Administered documentation process expectations, supported documentation management requirements, and completed project and request action items in a timely manner

January 2018- **Search Engine Marketing & Social Media Specialist**

April 2018 *Bold Approach, Boise, ID*

 • Administrated the creation and publishing of relevant, high-quality social media content reaching an audience of 25,000+ for high-profile businesses and business professionals
• Implemented a content editorial calendar to manage content and plan specific, timely marketing campaigns to boost revenue and social media following
• Monitored, listened, and responded to users in a "social" way while cultivating leads and sales
• Developed and expanded community and/or influencer outreach efforts
• Created ads in Google AdWords and reports in Google Analytics
• Designed all graphic elements used on social media

January 2017- **Sr. Communications Coordinator**

April 2017 *Boise State University, Boise, ID*

 • Developed and executed social media ad campaigns after defining brand storytelling

• Provided support for all communication plans and technology-related functions

• Implemented communication plans for key audiences such as high school counselors, transfer center

coordinators, families, international students, multi-cultural students, etc.

• Created, updated, and maintained a dynamic prospective student portal (CRM VIP)

• Supervised, coordinated, and directed the Admissions Office day-to-day communication efforts, including providing and prioritizing work assignments for technical and student telecounseling staff

May 2016- **Promotions Manager/Director**

December 2016 *The E.W. Scripps Company, Boise, ID*

 • Created unique proposals for concerts, events, and promotions/contests

• Managed in-studio sessions and on-location meet-and-greets, working closely alongside on-air personalities, tour managers, band management and members, and station listeners

• Coordinated all remotes and appearances for four individual radio stations

• Executed events from start to finish, including mapping, planning, and acting as the liaison for the company and our clients/vendors

• Handled all concert and event tickets, from pick-up to entry into PromoSuite Next, along with providing technical assistance to on-air personalities when faced with issues

• Interviewed and managed remote technicians and board operators alongside Chief of Engineering

August 2014- **Communications Student Recruitment Ambassador**

May 2016 *Gardner-Webb University Undergraduate Admissions, Boiling Springs, NC*

 • Maintained various social media platforms and a healthy social media presence to encourage accepted

 students to interact with the university and submit deposits

• Directed, filmed, and edited promotional content resulting in positive feedback and increased enrollment

 • Created campaigns directed at inquiries, applied, accepted, and enrolled students

• Created relationships with prospective students by conducting campus tours and facilitating the Student Q&A panel at admission events

August 2015- **Social Media Intern**

May 2016 *GirlSense & NonSense Magazine, Boise, ID*

 • Developed exciting and innovative daily content aimed at young female artists

 • Interacted with our viewers and responded to messages to encourage submissions

 • Managed Facebook account by scheduling posts and analyzing page activity

August 2015- **Video Coordinator**

March 2016 *Gardner-Webb University Athletics Marketing and Promotions Department, Boiling Springs, NC*

 • Created and organized new video content for future GWU sporting events

• Filmed content and performed on-camera work for promotional videos to increase student awareness and game attendance

 • Edited video footage using Adobe Premiere Pro

 • Assisted managing video boards and operations at games to heighten college brand recognition

May 2013- **Intern**

July 2013 *103.3 KISS FM of Peak Broadcasting, Boise, ID*

• Attended weekly promotional meetings to ensure team is addressing station demographics

• Worked as an on-air personality from 12am-5am and interacted with public at station events

• Researched merchandise, contacted companies, and pulled quotes for swag

**COMPUTER SKILLS** Proficient in Microsoft Office, including Word, Excel, and PowerPoint.

Proficient in Adobe Creative Suite, including Photoshop, Premiere Pro, InDesign, Spark, and Audition.

Knowledgeable in Google Analytics and Google AdWords.

Knowledgeable in WordPress, Shopify, MailChimp, Trello, Hootsuite, SharePoint, and basic HTML.

**HONORS** • Who’s Who Among Students in American Universities & Colleges recipient, 2016

 • Miss Gardner-Webb, 2016

 • Best Talent in Miss Gardner-Webb pageant, 2015-2016

• Lambda Pi Eta Communications Honor Society, 2015-2016
• Alpha Chi National Honor Society, 2014-2016

• Dean’s List, 2013-2016

• First Year Writing Award among Gardner-Webb Freshmen, 2013

• Published in Foothills Spotlight Magazine for Creative Writing Contest, 2013

• College Honor’s Program, 2012-2016

• Presidential University Fellow Full Ride Scholarship to Gardner-Webb University, 2012-2016