


Olivia Washburn

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SUMMARY

As a graduate student obtaining a Master in Business Administration, I have had the opportunity to learn a variety of skills that I hope to build on in a professional environment.

My goal is to obtain a full time position in the marketing, communications, multimedia or public relations field where I can diversify and improve upon the skills I have gained through experience in the workforce and as a student.

EDUCATION

Master of Business Administration

Augustana University | Dec 2022

Bachelor of Arts

Augustana University | May 2022

Major: Business/Communications

Minor: Journalism

SKILLS

- Proficiency with Adobe Creative Suite, Canva, and Procreate
- DSLR and Mirrorless Camera Photography
- Copywriting
- Time Management & Collaboration
- Search Engine Optimization
- Social Media Content Creation

REFERENCES

Available upon request

EXPERIENCE

Content Marketing Intern

Milli | May 2022 - December 2022

- Assisted in the public launch of Milli through marketing research, content creation, and social media management
- Created organic marketing content published on Milli's social media channels and native blog articles
- Researched and implemented social media trends, SEO strategies, marketing KPI's and industry-related topics

Editor-in-Chief

Edda Augustana Yearbook | August 2020 - May 2022

- Assign photography, story and design assignments to 15 staff members
- Use Adobe InDesign to produce original, focused designs that help tell the story of Augustana
- Work one-on-one with staff members at weekly meetings to edit and improve writing, photo choices and design
- Write feature stories that tell the story of Augustana community members and their experiences, new and old
- Set and maintain high standards while establishing positive relationships within staff members through assistance during meetings, constructive criticism, and all-staff presentations

Marketing & Communications Intern

Omaha STEM Ecosystem | June 2021 - August 2021

- Published and created engaging social media content for three social media platforms including Facebook, LinkedIn, and Instagram
- Used Adobe Suite and Canva to create communications pieces for the organization to use as marketing and promotional materials
- Worked one-on-one with nonprofit organization directors and representatives to build connections that benefited the organization
- Updated and enhanced content on Omaha Stem Ecosystem's online platforms using WordPress

Graphic Design & Marketing Assistant

Net Plus Alliance | June 2020 - July 2020

- Used Adobe Acrobat to create a supplier manual consisting of over 100 suppliers for clients of the company
- Assisted with the reconstruction of supplier promotional materials
- Researched services and up-to-date logos of suppliers for clients

NCAA Intercollegiate Soccer Athlete

Augustana University | August 2018 - November 2021

2019, 2021: Named to the Fall NSIC All-Academic Team