**New York University** – New York, NY

M.A Food Studies, September 2022-Present

**University of Oregon** – Eugene, OR

B.S. Advertising, Class of 2019 Certificate in Social Media Strategy-Future London Academy

Fleur De Lis Bakery – Designed an online menu for their takeaway offerings.

East Side Wild Cats – Designed Auction Invitation

Adobe Creative Suite Google Suite + Google Analytics

Facebook Business Manager Written and Verbal Communication

Ads Manager Copywriting

MailChimp

**Professional Experience**

**Education**

Olivia Peek

olivialpeek@gmail.com
(206) 384-9474

 **Wicked Good Media** – New York

 **Marketing and Communications Intern**

*October 2022 – December 2022*

* Assist with overall communications strategy for multiple clients, across platforms, including traditional media (digital + print), social media, partnerships and collaborations.
* Develop and maintain press materials (bios, fact sheets, photo assets, etc), media lists, calendar invites, agendas, recaps, and statuses.
* Brainstorm fresh ideas for ongoing PR initiatives.
* Coordinating and executing media drops

 **Skills**  Adobe Creative Suite Google Suite + Google Analytics

Facebook Business Manager Written and Verbal Communication

Ads Manager Copywriting

MailChimp

**The Refinery Fitness** - Portland

**Social Media Manager + Designer**

* Manage all social media presence and content on Instagram to increase trainer visibility and followers.
* Own brand voice and visual identity for all social channels.
* Design infographics for social channels 2x/week to promote brand's message and community engagement.
* Create and edit video content for the brand's Instagram.

**UO Coffee Outlets** - Eugene

**Barista/Cashier**

* Juggled cashier and barista responsibilities, focusing on workflow and making adjustments to ensure the cafe remained clean, organized, and efficient while interacting with 55 customers throughout a shift and 95 coworkers across 5 locations.

**Kimberly Wuepper Rudick—NY Life Insurance/Financial** - Portland

**Social Media Manager + Designer**

* Design weekly graphics for LinkedIn and Facebook pages.
* Establish social media strategy and visual identity and maintain social media presence across LinkedIn and Facebook to create credibility with new and existing clients.
* Plan and curate weekly content around local events, professional development, and small businesses in accordance with the brand’s social media guidelines.

**Olio E Osso** (small batch natural skin care products) - Portland

**Social Media Manager**

* Manage social media presence across multiple social channels, including Instagram, Facebook, TikTok.
* Established communication and community management strategies to increase engagement and support the customer service team.
* Design and create content in multiple modalities for social channels, including copy, video content, and photography. Crowdsourced the Olio E Osso Instagram community to create the first-ever collaborative product line.
* Utilize social media analytics to craft social media strategy and measure success.
* Grew social engagement and followers including a 2.5% increase in Instagram followers in 12 months.
* Create and oversee paid social campaigns on Instagram, Facebook, and TikTok to support product launches, sales, and promotions with a 2X ROI on ad spend.
* Write and distribute a monthly newsletter, growing subscriber base by 56% in 12 mo. period, via social media initiatives, paid campaigns and brand partnerships.
* Develop and manage influencer marketing strategy and brand partnerships to increase brand awareness.

*February 2020 – March 2022*

*May 2021- March 2022*

*August 2020 -March 2022*

*2018-2019*