

Olivia M. Gallegos

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EDUCATIONAL EXPERIENCE

Brigham Young University

2009 – Present

B.S. Humanities emphasis in Classical Civilizations, Business Management Minor

PROFESSIONAL EXPERIENCE

Ballard Center for Economic Self-Reliance – Provo, UT

November 2011 – Present

Public Relations and Social Media Marketing Coordinator

- Collaborate on overall re-branding of organization
- Create effective strategy in-line with vision, mission, and brand of organization on various social media platforms
- Create and coordinate all social media metric programs and analytics
- Conceptualize and implement branding campaigns and events across various social media and other engaging platforms

BYUSA (Student Service Association)– Provo, UT

April 2011 – April 2012

Public Relations Specialist

- Lead four committees of student volunteers, consisting of over 20 students, in creating and implementing public relations and branding campaigns and programs
- Overhauled entire organization's public image and brand perception through major branding campaign
- Facilitated the creation of public relations protocol and procedures for the organization
- Selected as one of two students to represent the student body in committee in charge of directing social media strategy.

BYU HBLL Multimedia Production Unit - Provo, UT

March 2010 – August 2011

Production Manager

- Produced and directed promotional videos for the HBLL, one of which went viral with over 2 million viewer hits ("New Spice" with Stephen Jones)
- Created and maintained \$5000 project budgets and finances
- Directed student production cast and crews of over 100 students and actors
- Facilitated and successfully lead brainstorming sessions and group collaboration

BYU Multimedia Production Unit – Provo, UT

January 2010 – August 2011

Secretary

- Created all department financial processing protocol and procedure to comply with BYU standards
- Established procedures to maintain office's professional appearance and restock to ensure other employees could finish time sensitive projects
- Coordinated financial and logistical resources and programs to ensure that all office processes run smoothly for faster and efficient productions

