

# Olivia Morris

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Digital marketing professional channeling creativity into strategies that promote lasting connections and measurable growth.

## WORK EXPERIENCE

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### August Boutique

August 2025 – present

*Social Media Assistant*

*On-site*

- Using **Meta Business Suite** and **Canva** to schedule and design content for **Instagram** & live sales
- Creating the boutique's website listings with **Shopify**

### CSU Signal

January 2025 – June 2025

*Social Media Producer*

*On-site*

- Used **Adobe Suite** and **Canva** to create social media content for **Instagram**, campus advertising
- Conducted social media **analytics** and ran educational workshops in journalism labs

### Roots & Routes Intercultural Collaborations

August 2024 – March 2025

*Marketing Intern*

*Remote Internship*

- Created social media content using **Canva** for the promotion of Roots & Routes' film
- Managed the nonprofit's **Facebook** and **Instagram**

*Intern Recruitment Committee Member*

- Ran intern recruitment including outreach, interviewing, and facilitating/organizing meetings.

*Head of Newsletter Team*

- Wrote, distributed, and designed Roots & Routes' newsletter using **Mailchimp**

## EDUCATION

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### California State University, Stanislaus

May, 2025

*B.A., Communication Studies and Marketing*

*Turlock, CA*

*Honors: magna cum laude*

## TOOLS AND SKILLS

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### Adobe Express, Photoshop, Lightroom, Podcast and Canva

Creating reels, thumbnails, posts, stories.

### Meta Ads, Google Analytics

Campaign management, audience segmentation, A/B testing

### Hootsuite

Tracking, scheduling and managing social media posts.

### ChatGPT, Claude, Gemini

Prompting, managing context appropriately and scoping for efficient drafting and content structuring.

### Other Skills

Baking.