

Olivia Morris

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

WORK EXPERIENCE

August Boutique <i>Social Media Assistant</i>	August 2025 – present <i>On-site</i>
<ul style="list-style-type: none">Using Meta Business Suite and Canva to schedule and design content for Instagram & live salesCreating the boutique's website listings with Shopify	
CSU Signal <i>Social Media Producer</i>	January 2025 – June 2025 <i>On-site</i>
<ul style="list-style-type: none">Used Adobe Suite and Canva to create social media content for Instagram, campus advertisingConducted social media analytics and ran educational workshops in journalism labs	
Roots & Routes Intercultural Collaborations <i>Marketing Intern</i>	August 2024 – March 2025 <i>Remote Internship</i>
<ul style="list-style-type: none">Created social media content using Canva for the promotion of Roots & Routes' filmManaged the nonprofit's Facebook and Instagram	
<i>Intern Recruitment Committee Member</i>	
<ul style="list-style-type: none">Ran intern recruitment including outreach, interviewing, and facilitating/organizing meetings.	
<i>Head of Newsletter Team</i>	
<ul style="list-style-type: none">Wrote, distributed, and designed Roots & Routes' newsletter using Mailchimp	

EDUCATION

California State University, Stanislaus <i>B.A., Communication Studies and Marketing</i> <i>Honors: magna cum laude</i>	May, 2025 <i>Turlock, CA</i>
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TOOLS AND SKILLS

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.