

# 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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### 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  
2025

May,

*B.A., Communication Studies and Marketing*  
*Honors: magna cum laude*

*Turlock, CA*

## TOOLS AND SKILLS

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

Creating reels, thumbnails, posts, stories.

**Facebook 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.