

# 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** *Turlock, CA*  
*B.A., Communication Studies and Marketing*  
*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.