

Olivia Morris

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

WORK EXPERIENCE

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

California State University, Stanislaus
2025

May,

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

Turlock, CA

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.