

OLIVIA SWAAB

She/Her/Hers

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EXPERIENCE

Lindsey Media
PR/ FASHION SHOWROOM INTERN
June 2023-September 2023

- Drafting market pitches for mail-out to editors and journalist
- Researching celebrity and influencer opportunities for product marketing
- Trafficking samples in and out of our showroom inventory
- Assisting in the development and production of client-facing events

Moody Magazine
HEAD OF SOCIAL MEDIA
Spring 2023

- Lead a team of 15 members
- Manage all social media platforms
- Creative Director for social campaigns and initiatives
- Graphic Design for Instagram posts
- Since taking over as the Head of Social Media, the Instagram has grown 153% in accounts reached and had the most engagement the magazine has ever seen

Funny Pretty Nice
SALES ASSOCIATE
June 2023-September 2023

- Deliver prompt, efficient customer service while maintaining a high level of accuracy at the cash register
- Managing financial transactions and processing payments
- Worked opening and closing shifts while managing daily store processes alone

Freelance Production Assistant
NYFW
Sept. 2023

- Worked in an immersive and dynamic creative realm of the fashion industry
- Assisted with the setup, talent, crowd control, post-show PR, and VIP lists

EDUCATION

S.I. Newhouse School of Public Communications at
Syracuse University
Expected Graduation Year 2025
GPA: 3.75

Magazine, News, and Digital Journalism Major
Marketing Minor in Martin J. Whitman School of Management
Fashion & Beauty Communications Milestone participant

West Seattle High School, Seattle, WA, Class of 2021

CAMPUS INVOLVEMENT

- Writer for Moody Magazine
- PR/Social Media Marketing for Moody Magazine
- Graphic Designer for Moody Magazine
- Digital Writer for Jerk Magazine
- Digital Writer for The NewsHouse
- Title IX Reporting Project Writer
- Social Media Marketing for Fashion and Design Society
- Styling Team for Fashion and Design Society

TECHNICAL SKILLS

- Adobe Software: Photoshop, InDesign, XD, Illustrator, Premier, and Lightroom
- Microsoft Office Software
- Social Media: Instagram, Snapchat, TikTok, Twitter, BeReal, Facebook, and Youtube
- Project Management
- Content Development

PERSONAL SKILLS

- Verbal and Written Communication
- Workflow Coordination
- Detail-Oriented Team Leader
- Passionate
- Customer Service
- Multitasking