

OLIVIA WILLIS

Digital Marketing Specialist

+1 (801) 608-6496

[new email]

[website portfolio]

Springville, Utah

www.linkedin.com/in/olivia-engh

Education

Bachelor of Digital Marketing
Utah Valley University
2022-2025

Associates of Science
Utah State University
Brigham Young University
2020 - 2022

Expertise

Email Marketing

Website Development

Reputation Management

SEO Optimization

Social Media Strategy

Continuous Learning and Adapting

Interests

Travel

Climbing & Hiking

Reading/TV Shows

Pickleball

Fitness & Health

Profile

Dynamic and results-oriented Digital Marketing Specialist with a proven track record of driving impactful digital campaigns and achieving measurable business outcomes. Demonstrates a keen ability to anticipate and adapt to industry trends, fueled by a fervent interest in merging psychology and consumer behavior with business strategies.

Work Experience

March
2024
-
Current

Green House Sales and Marketing

Project Manager

- Manages client communication and relationships, oversees onboarding for new clients, and ensures client projects stay on schedule.
- Assigns and approves tasks, organizes and leads client meetings, and collaborates with the director to oversee project management.

Hiring and Onboarding Specialist

- Conduct comprehensive candidate screenings and interviews to assess qualifications, fit, and alignment with company culture and role requirements.
- Coordinates and executes onboarding processes for new hires to ensure a smooth transition into the company.

Digital Marketing Specialist

- Developed and implemented customized marketing strategies for a range of businesses, focusing on areas including reputation management, social media, SEO optimization, and paid media campaigns.

2022
-
2024

Sundance Mountain Resort

Ziptour Operator II

- Operated and guided guests through the zipline experience while creating a respectful, positive, and friendly atmosphere
- Worked effectively with team members while building relationships

Sundance Mountain Outfitters (SMO) Specialist I

- Fit guest with ski/snowboard rental equipment to provide them comfort and allow them to operate at their full potential.

References

Alec Gallego
Green House / Director

Phone: [Phone Number]
Email: [Email]

[Name]
[company] / [Title]

Phone: [Phone Number]
Email: [Email]