

OLIVIA M. ROBERTSON

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AUSTIN, TX 78705

EDUCATION: THE UNIVERSITY OF TEXAS AT AUSTIN

BSA Biology

GPA: 3.3626

Graduation Date: May 2021

Communication
Minor

Junior

RELEVANT COURSES

- Rhetoric of Popular Music – applied culture theories to the modern music industry and learned to effectively communicate music
- Social Enterprise Branding – gained skills in branding as well as advertising and marketing for profit social impact focused companies
- Computational Biology and Bio Informatics – can successfully interpret data, conduct research and create visualizations with R and Python

WORK EXPERIENCE

Marketing and Content Specialist for PrideBites

Austin, TX

- Implementing and designing B2C and B2B e-mails, and content such as blog articles and Instagram and Facebook posts
- Creating monthly marketing and content calendars,
- Coordinating giveaways with brands on social media
- Researching and contacting social media influencers to gift products
- Analyzing and tracking e-mail metrics including clicks, open, and bounce rates based on campaigns as well as Instagram growth. Programs used include MailChimp, Hubspot, and Klaviyo
- Implementing new branding across social media platforms
- Developed campaigns to educate other brands on how to market themselves
- Collaborating with design, production, marketing, e-commerce, and sales departments and CEO communicating between international locations
- Supervise and train other interns including delegating tasks and time management
- 20 hours per week, May 2018 – January 2019
- 10 hours per week, February 2019 – Present

ACHEIVMENTS

Freshman Research Initiative

The University of Texas

- A program for selected freshmen students to participate in a three semester long program educating students in research techniques, developing presentation skills, and performing research
- Continued by conducting an independent project involving a cure to Lou Gehrig's Disease
- August 2017 – August 2019

LEADERSHIP

Freshman Research Initiative Peer Mentor

- Nominated to mentor freshmen for the FRI program
- Demonstrated lab techniques and guiding individuals through their research projects for approximately 6 hours per week
- Individual assignment duties include acting as lab manager and improved external communications with partnered university and UT Austin labs
- Spring 2019

Zeta Tau Alpha Program Council

- Selected to orchestrate events for members to get to know eachother, including activities during philanthropy events
- Spring 2019