

# Olivia Schmoekel

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## EDUCATION

### Brigham Young University – School of Communications

Provo, UT

*BA, Communications: Advertising, GPA: 3.65*

- Clubs: American Advertising Federation, BYU Adlab, Students For International Development, Y-Serve Refugee

## RELEVANT EXPERIENCE

### Pattern

Lehi, UT

*SEO/Technical Copywriter*

Mar 2025 – Present

- Wrote and optimized health product content for web and social platforms, maintaining brand consistency across campaigns
- Collaborated with marketing teams to ensure timely updates to promotions, new product pages, and blog content
- Conducted keyword research and performance analysis to recommend content improvements based on data

### INNOCEAN USA

Huntington Beach, CA

*Copywriter Intern*

Jun 2024 – Aug 2024

- Managed social media content calendars and created platform-specific copy for Hyundai and Wienerschnitzel campaigns
- Maintained strict brand voice guidelines across all deliverables
- Collaborated with influencers, tracked UGC content, and coordinated giveaways to engaged followers
- Conducted trend monitoring on TikTok and Instagram to inform creative direction

### OP Web Designs

Remote

*Freelancer*

June 2024 – Present

- Designed and maintained websites using Wix and HTML/CSS, ensuring accurate product pages, blog posts, and promotions
- Produced branded graphics and copy in Canva, including flyers, email marketing campaigns, and social content for small businesses

### BYU AdLab

Provo, UT

*Copywriter*

Aug 2023 – Apr 2025

- Managed social media campaigns for Instagram, TikTok, Facebook, LinkedIn, and YouTube, tailoring creative to each platform
- Developed and presented content calendars to clients to guide post timing, creative, and messaging
- Produced copy for organic posts, short videos, and branded content while collaborating closely with designers and account managers
- Supported giveaways and event activations, aligning execution with brand voice and campaign goals

## VOLUNTEER EXPERIENCE

### The Church of Jesus Christ of Latter-day Saints

Seoul, South Korea

*Full-Time Representative*

Apr 2021– Sept 2022

- Taught Korean individuals and families faith-based principles, provided community service and taught English as a second language
- Led the English Connect Language learning program, including social media content creation and advertising strategies

### Humanitarian Experience for Youth (HEFY)

Ghana, Africa

*Full-time Volunteer*

June 2018

- Spent 16 days building a home and school for orphans and children with disabilities
- Started a business and led fundraising efforts to meet financial requirements to personally fund the volunteer trip

## SKILLS & AWARDS

- Design:** Voted by Texas Association of Journalism Educators (TAJE) as a state honorable mention for sports spread, and honorable mention for sports action photo
- Athletics:** 4x Varsity Letterman in Cross-Country, 3x Texas 5A Regional Qualifier, Coach's Award
- Technology:** Adobe Suite (Indesign, Illustrator, Photoshop), Google Suite, Excel, SEO Certified, Wix, Asana, ClickUp, Canva, LinkedIn
- Interests:** Outdoors (tennis & soccer), art & music (watercolor, car karaoke), avid Houston Astros fan (loyal to the core), Korean conversationalist, website design