

# 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 digital content primarily about health products, integrating SEO strategies to improve reach and visibility on websites and social channels
- Managed simultaneous content projects, ensuring updates and promotions went live on time and aligned with marketing campaigns
- Conducted keyword research and performance testing to guide data-driven decisions in content development

### INNOCEAN USA

Huntington Beach, CA

Copywriter Intern

Jun 2024 – Aug 2024

- Conceptualized and crafted compelling copy regarding consumables packaging rebranding, landing page content, in-store POP, merch, and social for Wienerschnitzel
- Developed 8+ pitch decks and executed a Hyundai social media campaign from concept to completion, leveraging audience insights while staying under a \$50,000 project budget across Facebook, Instagram, TikTok, X, and Threads
- Collaborated in the development and execution of multiple content calendars

### OP Web Designs

Remote

Freelancer

June 2024 – Present

- Designed and maintained websites using Wix and HTML/CSS, ensuring promotions and event information stayed up-to-date
- Created content assets in Canva, including flyers and graphics tailored to each client's brand voice
- Delivered SEO copy for small businesses across industries, improving organic reach and audience engagement

### BYU AdLab

Provo, UT

Copywriter

Aug 2023 – Apr 2025

- Planned and executed multi-channel campaigns across Instagram, X, and TikTok, aligning creative with platform best practices
- Produced engaging copy for social posts, Reels, and short videos, collaborating closely with designers and account managers
- Supported campaign logistics, ensuring creative deliverables met deadlines and client expectations

## 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
- Interests:** Outdoors (tennis & soccer), art & music (watercolor, car karaoke), avid Houston Astros fan (loyal to the core), Korean conversationalist, website design

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## RELEVANT EXPERIENCE

### Cordova Tech

Helena, MT

*Personal Assistant*

June 2024 – Aug 2024

- Streamlined travel arrangements for team members, enhancing operational efficiency through meticulous coordination of travel, lodging, and activities
- Developed and executed outreach initiatives to strengthen client relationships and support business operations, resulting in increased engagement and satisfaction
- Revamped organizational processes by implementing innovative tools (AI) and data modifications

### Kortni Jeane Swimwear

Provo, UT

*E-Commerce Assistant/Nanny*

Jan 2023 – Apr 2024

- Provided comprehensive childcare support for three children, while assisting the founder with e-commerce tasks on Shopify to enhance user experience and drive sales
- Optimized product listings and personalized recommendations on Shopify, contributing to increased sales growth
- Supported warehouse operations by efficiently sorting and organizing customer orders, ensuring timely fulfillment and accuracy

### Global Shop Solutions

Houston, TX

*ERP Software Consultant Intern*

Jan 2021 – Apr 2021

- Cultivated strong customer relationships by delivering effective problem-solving solutions through remote access and personalized support, enhancing client satisfaction

### Ashton Sawing & Drilling

Houston, TX

*Personal Assistant*

June 2020 – Aug 2020

- Managed corporate billing collections and accounts payable, ensuring accurate documentation and timely payments.
- Executed general office duties, including scanning, filing, and email correspondence, to maintain organized operations

## VOLUNTEER EXPERIENCE

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

Seoul, South Korea

*Full-Time Representative*

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- Led the English Connect Language learning program, including social media content creation and advertising strategies

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### Hurricane Harvey

Houston, TX

*Clean-up Crew Volunteer*

Aug 2017 – Oct 2017

- Provided 100+ hours of relief and aid to the Greater Houston area after hurricane caused \$125B in damage
- Collected \$5K in donations to assemble hygiene kits and purchase necessities for those in need