Olivia Riddoch

EXPERIENCE

Graphic Designer
Syracuse Men's Hockey Team
Syracuse, NY | August 2023 - Present
- Design a cohesive cross-platform social media package
- Update previous Instagram and X templates
- Pre-plan weekly posts for in-game updates
- Collaborate with Assistant Coach and Social Media Manager to design Alumni Weekend, Breast Cancer Awareness, and Military Appreciation Week Instagram posts

Creative Associate
TNH Advertising Agency
Syracuse, NY | January 2023 – Present
- Develop and execute cross platform social media campaigns for local Syracuse businesses using Adobe Photoshop and Illustrator
- Design a mock logo for Heritage Cafe using Adobe Illustrator and create merchandise mockups with Adobe Photoshop
- Create eye-catching Instagram feed and story posts

Outreach Intern
Thousand Islands Arts Center
Clayton, NY | May 2021 – August 2021
- Wrote, designed, and sent out a weekly digital newsletter to over 800 subscribers
- Planned and executed a cross-platform social media marketing campaign
- Collaborated with Education Coordinator to advertise classes on Facebook and Instagram
- Designed indoor and outdoor signs for exhibits using Canva Pro and hand lettering on chalkboard
- Acknowledged guests and gave information regarding galleries and pricing

Access Services Student Assistant
Syracuse University Libraries
Syracuse, NY | January 2023 – Present
- Utilize Voyager and Illiad software to circulate SU Libraries' and Interlibrary Loan materials
- Answer library policy questions and make appropriate referrals to other information points as needed
- Assist in stacks maintenance through shelving and shelf reading

Marina Customer Service Attendant
RJ Marine Associates LTD
Clayton, NY | May 2022 – August 2022
- Docked, fueled, and transacted boats of all sizes from dinghies to yachts
- Responded to customer needs and sustained satisfaction through accommodations and conversation

CONTACT

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Clayton, NY

EDUCATION

Syracuse University
S.I. Newhouse School of Public Communications | School of Information Studies | *May 2025*
- B.S. Advertising, Creative Track
- B.S. Information Management & Technology, Web Design
- GPA: 3.676

SKILLS

- Adobe Creative Cloud; Photoshop, Illustrator, InDesign, PremierePro
- Excel Associate Certified
- Microsoft Office Suite; Word, PowerPoint, Outlook
- Preliminary Python, HTML, CSS
- Instagram, X, Facebook, Snapchat

ACTIVITIES

Syracuse Club Ski Team