

Olivia Justus, B.A. Mass Communications

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PROFESSIONAL SUMMARY

High-performing communications professional with a passion for helping individuals and companies achieve their internal and external communication goals. Experience impacting positive organizational outcomes through integrated marketing, collaborations with business partners, development and maintenance of production schedules, social media content development, management of press releases and media scripts, and web-design. Confident in ability to collaborate with cross-functional teams to solve complex, high-stakes problems. Committed to continuous improvement and contributing to team success.

AREAS OF EXPERTISE:

- Marketing
- Public Relations
- Media Writing/Editing
- Web-Design
- Social Media Content Design
- Project Management

KEY AWARDS AND ACCOMPLISHMENTS

- Maintained 3.7 GPA and a part-time job while full-time student-athlete (soccer) through 3.5 years of college
- Member of Society of Collegiate Journalists
- Interned with the Tome Society and was an editor for Trillium Magazine
- Awarded dean's list all four years and received the presidential scholarship

PROFESSIONAL EXPERIENCE

Marketing Associate – *Midway Auction* | Mooresville, IN

May 2022 – Present

- Develop email and text messaging marketing strategies to drive awareness
- Website management
- Manage online company business profiles and respond to customers

Communications Intern – *Piedmont University* | Demorest, GA

Aug 2018 – Dec 2021

- Developed and executed communications plan for a new university field of study (Film Production)
- Created advertising materials, in both print and video format, for multiple target demographics and multiple local companies
- Monitored comments and activity on multiple social media platforms for conformance with university communications policies and goals
- Reviewed and edited articles for *Piedmont University's* newspaper
- Wrote feature stories for the university newspaper (The Roar)
- Writing tutor for communications students
- Ensured university brand, culture and intended message maintained in all communications
- Planned and hosted a weekly radio show on the university radio station (The Roar Z98.7)
- Coordinated guest appearances for radio and video platforms, ensuring individuals were prepared on timeline and content
- Managed projects from defining scope, drafting project specifications, timeline development and execution, and final output delivery
- Led teams of individuals to successful completion of project plans

EDUCATION

Bachelor of Arts in Mass Communication – *Piedmont University* | Demorest, GA | 12/2021 |

Minor in English