




OLIVIA HANFORD

CONTACT

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EDUCATION

*Bachelor of Arts, Communication
Journalism & Media Studies*
Minors in Marketing & Visual
Communication

Saint Louis University
St. Louis, MO
December 2020

GPA 3.9/4.0

SKILLS

- Adobe Creative Suite
- Final Cut Pro
- Microsoft Office
- Wordpress CMS
- Wix CMS
- Social Media
- Public Speaking
- Hubspot Social Media Certification

AWARDS & ACHIEVEMENTS

- Dean's List
- Excellence in Public Speaking Award
- Dan Kelly Scholarship in Broadcast Journalism Recipient
- Robert-Honigfort Journalism Scholarship Recipient
- Lambda Pi Eta Member

PROFILE

Enthusiastic and confident communication, design, and marketing student seeking to combine academic knowledge with practical experience to further develop technical skill. Incorporates strong organizational abilities with strategic time-management skills to not only meet expectations, but consistently exceed them.

RELEVANT PROFESSIONAL & LEADERSHIP EXPERIENCE

Social Media Intern | Amy Believes in Pink, LLC.

St. Louis, MO | September 2020 - present

- Assisted with Instagram engagement by responding to comments and interacting with a following of over 122,000 people
- Created Instagram story graphics averaging 2,700 impressions per post
- Conceptualized creative concepts for 2020 Holiday Gift Guide campaign

Student Worker | Saint Louis University - Marketing & Communication Office

St. Louis, MO | September 2020 - present

- Brainstorm new social media strategy based on recent trends
- Developed new, animated Instagram content for highlight reels

Designer | Tidy Projects

St. Louis, MO | January 2020 - present

- Self-managed multiple projects with strict deadlines
- Understood brand identity for multiple clients and brands
- Managed and facilitated professional communication between clients

Graphic Design Intern | The Muny

St. Louis, MO | June 2020 - August 2020

- Collaborated with in-house graphic designer to create 6 different advertisements for the Muny's Variety Hour
- Assisted with creating brand guidelines for the Muny's Variety Hour series

Production Assistant | Washington University in St. Louis-Olin Business School

St. Louis, MO | May 2019 - May 2020

- Analyzed social media mentions and traffic with Salesforce Social Studio
- Edited, shot, and produced 3 videos a month for Olin YouTube Channel
- Lead creative video production for 30-minute live-stream event

Creative Team Member | National Student Advertising Competition

St. Louis, MO | January 2020 - May 2020

- Conceptualized experiential, nationwide creative campaign strategy
- Received 3rd place out of 7 teams in competing district

Graphic Design Chair | Saint Louis University Miracle Network Dance Marathon
St. Louis, MO | January 2019 - January 2020

- Created 5 graphics per week for social media use
- Monitored the Instagram and Facebook accounts with over 1,000 followers
- Increased Instagram following by roughly 15%