

OLIVIA WILSON

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Portfolio - livthedesigner.com

PROFESSIONAL SUMMARY

Over six years of experience in digital marketing, campaign management, and social media marketing, including HTML, JavaScript, and CSS; effective communication in a team setting; and a strong willingness to learn about entrepreneurship and business.

EDUCATION

B.A., Web Media, Husson University, Bangor, ME.

May 2021

CERTIFICATES: Graphic Design & Digital Social Media Marketing

WORK EXPERIENCE

Social Media & Digital Content Manager, ADIM Media, Tomball, TX. *June 2025 - Present*

- Designs, builds, and maintains client websites, including new site launches and ongoing updates to existing websites, ensuring functionality, usability, and brand consistency
- Creates digital graphics and visual assets for clients across web, social media, and print while following brand guidelines and marketing objectives
- Manages and coordinates social media content such as static posts and reels for multiple client accounts, including content creation, scheduling, and engagement across platforms
- Collaborates with clients and internal team members to execute digital marketing strategies that support brand awareness, audience growth, and overall business goals

Communications Specialist, HealthReach Cmty Health Ctrs., Waterville, ME. *Sept. 2024 - May. 2025*

- Ensures accurate, up-to-date organizational web presence, appropriate for and accessible to a variety of audiences
- Performs and coordinates shipping of branded products, ensuring compliance with postal and other conveyance requirements, while adhering to delivery deadlines
- Designs and arranges page layouts of publications with appropriate design complexity (or simplicity) for the given audience and application
- Helps to create and assemble presentations and displays for events, sometimes serving as a display table attendant for the organization, ensuring appropriate marketing and public relations materials are available

Public Information Specialist, Wabanaki Public Health, Bangor, ME. *June 2022 - Aug. 2024*

- Manages and engages with the Wabanaki communities on the WPHW's social media channels by responding to messages promptly and developing a social media calendar of all posts
- Designs and maintains the WPHW website on WordPress by working with the website host on content updates and ensure formatting and branding are consistent
- Monitoring the success of social media campaigns through media analytics and Meta Business Suite
- Assisting the Communications Team by peer reviewing their projects, such as flyers, videos, and photography, and giving feedback where it is needed

TECHNICAL SKILLS

- Proficient in HTML, CSS, JavaScript, and Python
- Expert in Adobe Photoshop, Illustrator, InDesign, and PremierePro
- Print Design and Typography