

OLIVIA WILSON

(207) 951-2979

omadonnawilson@gmail.com

PROFESSIONAL SUMMARY

Over four years of experience in digital marketing, campaign management, social media marketing, including HTML, JavaScript, and CSS, as well as the ability to communicate effectively in a team setting, and possessing 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

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

- 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, assemble presentations and displays for events, sometimes serving as display table attendant for organization, ensures 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 develops 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 give feedback where it is needed

Community Engagement Specialist, Girl Scouts of Maine, Bangor, ME.

Aug. 2021 - June 2022

- Plans and holds ten recruiting sign up events throughout the month
 - Builds awareness of Girl Scouting and GSME through presentations, networking with schools and community organizations
 - Develops and implements year-round recruitment plans for troop leader and girl membership growth, using market and population data
 - Markets recruitment events through social media and connects with non-members online
-

TECHNICAL SKILLS

- Proficient in HTML, CSS, Javascript, and Python
- Expert in Adobe Photoshop, Illustrator, InDesign, and PremierePro
- Optimizing Campaigns in Salesforce
- Print Design and Typography
- Marketing Through Social Media