

OLIVIA WILSON

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PROFESSIONAL SUMMARY

Over three 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

Public Information Specialist, Wabanaki Public Health & Wellness, Bangor, ME. *June 2022 - Present*

- 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

Production Assistant, Fox ABC Maine, Bangor, ME.

May 2018 - Aug. 2021

- Edited videos and designed graphics in a fast-paced environment
 - Interviewed individuals every weekend for different stories
 - Managed the audio board for weekly shows
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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
- UI/UX
- Marketing Through Social Media