

# OLIVIA JOLAS

## ADVERTISING & DIGITAL MARKETING



### OBJECTIVE SUMMARY

Seeking a full-time position in Integrated Marketing utilizing my knowledge of Adobe Cloud Applications, Design, Social Media Coordination and Marketing Strategy.

### CONTACT

📞 469-834-8586

✉️ oliviajolas@icloud.com

### EDUCATION

University of Oklahoma  
Gaylord College, BA Journalism,  
Spring 2024  
Major: Advertising  
Minor: Digital Marketing

### ACHIEVEMENTS & ACTIVITIES

President's List: Fall 2020-Spring 2022

Dean's List: Fall 2020-Fall 2023

Digital Department Member of  
Lindsey + Asp Student Agency

Google Digital Marketing  
Certified

- Google Ads Video
- Google Ads Search
- Google Analytics

Kappa Kappa Gamma  
Representative for OU Dance  
Marathon

Kappa Kappa Gamma  
President for Nomination  
Comittee

### WORK EXPERIENCE

VI Marketing and Branding

Marketing Strategy Intern

Fall 2023-Spring 2024

- I had the privilege of collaborating with a dynamic team on projects for Oklahoma Tourism, one of the agency's prominent clients.
- This experience allowed me to gain valuable insights into the intricacies of destination marketing and hone my strategic thinking abilities.
- I conducted in-depth market research, including competitor analysis and consumer behavior studies, to identify emerging trends and opportunities within the tourism industry.
- I was able to communicate client needs and expectations to the creative and account management teams.

Commercial Digital Media Manager

Summer 2023

- Built a full-time position working as Digital Media Manager for a high-end construction firm, a premier photographer, and two local restaurants.
- Utilized knowledge of media trends, creative platforms and applications to create relevant and valuable content for social media posts.
- Increased engagement and followers through consistent branding and marketing strategy scheduling.

### SKILLS

- Social Media Strategizing
- Market Research and Analysis
- Client Relationship Management
- Team Collaboration and Communication
- Digital Marketing
- Data Analytics and Reporting
- Design