

OLIVIARTY

oparty@syr.edu | 305.804.9441 | www.linkedin.com/in/oarty

SKILLS

Adobe InDesign,
Illustrator, Photoshop
Microsoft Office Suite
Final Cut Pro X

LexisNexis
MRI+

Fluent French
Conversational Spanish
AP Style Writing

Facebook, Twitter,
Instagram
Pinterest, Tumblr,
Wordpress, YouTube

ACTIVITIES

Kappa Alpha Theta

National PRSSA Member

National Society of
Collegiate Scholars

American Marketing
Association

AWARDS

Dean's List (all semesters)

Outstanding Newhouse
Freshman Nominee,
Spring 2013

PRSSA award for Best
Account on Campus,
Spring 2013

1st place in the
Challenge.gov SAMSHA
Challenge for the BeWise
Campaign

EXPERIENCE

ACCOUNT ASSOCIATE

Hill Communications, Syracuse, NY

Fall 2012 - Present

Worked on the BeWise Campaign, a multi-award winning alcohol poisoning awareness initiative on campus

Analyzed research in order to create an effective campaign to reach the clients goals

Strategized and planned a campaign to create and promote campaign awareness

Provided writing and technical skills under the guidance of the account supervisor

Prepared press releases for the media concerning upcoming events and promotions

Conducted formal research for the client by collecting surveys throughout the semester

Represented and promoted the client at events on campus

Planned 2 large events with four other account associates while staying under budget

Spread awareness of the campaign through Twitter, Facebook and Instagram

INTERN

CBS Miami, Miami, FL

Summer 2013

Shadowed investigative reporter Michelle Gillen

Conducted formal research and interviews for reports

Helped create and edit packages

Managed social media accounts such as Facebook and Twitter

Logged interviews conducted by Michelle Gillen or myself

PEER FACILITATOR

Syracuse University, Syracuse, NY

Fall 2013

Facilitated the entry of new students into Syracuse

Provided support for new students throughout the semester

Guided new students to improve their teamwork skills by provided regular feedback

on their team progress

EDGE MEMBER

Syracuse University PRSSA, Syracuse, NY

Fall 2012 - Present

Promoted Syracuse Senior Showcase events through Facebook, Twitter, and Instagram

Collaborated with other members to plan events for the Syracuse Senior Showcase

Drafted and sent press releases regarding the showcase to the media

Generated awareness of the event on campus

NEWHOUSE AMBASSADOR

Syracuse University, Syracuse, NY

Fall 2012 - Present

Represented S.I. Newhouse School of Public Communications

Met with prospective students and their families

Conducted campus tours to prospective students and their families

EDUCATION

SYRACUSE UNIVERSITY

Bachelor of Science

May 2016

S.I. Newhouse School of Public Communications, Advertising

Martin J. Whitman School of Management, Marketing Management

School of Arts and Sciences, Psychology Minor

GPA: 3.8