

OLIVIA STRAUSS

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Education

Boston University College of Communications

Bachelor of Science in Advertising

Emphasis in Advertising, GPA 3.28

Minor in Business Administration and Management

Relevant Coursework: Fundamental Creative Development, Consumer Insight and Account Planning, Design Strategy

Activities: Varsity Strategist for BU's Ad Club, Delta Gamma Zeta Zeta

Honors: Spring 2020 Dean's List, Girl Scout Gold Award Recipient 2017

Boston, MA

May 2020

Experience

Boston University Ad Lab

Strategist

Boston, MA

09/2020- 12/2020

- Strategist at country's largest student-run full service advertising agency
- Created a social media ad campaign for a start up company based out of Nashville, TN called SeeSnap
- Responsibilities included: performing a brand audit, writing the creative brief, conducting consumer insight research, and presenting all researching findings and recommendations to the client

No Rest For Bridget

Part-time Sales Associate

Boston, MA

09/2020 - current

- Responsible for greeting customers, responding to questions, improving engagement with merchandise, and providing outstanding customer service

Delta Gamma Zeta Zeta

Director of E-Communications

Boston, MA

12/2019-12/2020

- Responsible for managing and updating Delta Gamma Zeta Zeta's social media platforms
- Designs promotional content for social media pages using Photoshop and Canva

Bumble

Boston University Campus Marketing Manager

Boston, MA

09/2019 - 12/2019

- Planned and executed marketing stunts that were directed toward Boston University students to promote app usage.
- Created social media content for the company to post.

The Central Grille

Hostess

Glendale, CA

08/2018 - 01/2019

- Answered telephone to provide establishment information and take party reservations.
- Supported management by helping resolving customer service and food-related issues to maintain guest satisfaction.

Skills

Computer: Twitter, Instagram, Social Media Strategy, Canva, iMovie, Adobe Suite Programs, Google Drive, Digital Photography