

# Olivia Strauss

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## PROFESSIONAL SUMMARY

Social and digital copywriter with 2 years of experience, both agency and freelance. I'm a polished and imaginative creator, who loves to share my Gen Z perspective through writing and storytelling.

## EDUCATION

**Boston University, College of Communications**

*Graduated May 2022*

*Bachelor of Science, Advertising*

*Minor in Business Administration and Management*

## PROFESSIONAL EXPERIENCE

**Copywriter, RPA**

*August 2022 - Current*

- Crafts compelling copy for client projects on the Honda Social account, that reflects the brand's voice to drive engagement and brand awareness.
- Develops and executes paid social advertising campaigns across multiple platforms including Instagram, TikTok, Pinterest, LinkedIn, Snapchat, and Facebook, driving targeted audience engagement and generating measurable ROI.
- Analyzes and incorporates client feedback to refine and enhance copywriting deliverables.
- Collaborates with an Art Director and team members across departments to develop work that meets creative and strategic criteria.

**Freelance Copywriter, Night Shift Brewing**

*July 2022 - December 2022*

- Pitched, sold, and executed social media and OOH "Brewed At Night" campaign that drove engagement and brand awareness
- Transformed a big idea into an ad campaign, demonstrating strategic thinking and creative problem-solving skills to bring the vision to life.

**Media Intern, Gupta Media**

*January 2022 - May 2022*

- Developed builds and mockups for social media campaigns tailored for music artists, record labels, and entertainment venues across platforms including Facebook, Instagram, TikTok, Snapchat, and Twitter, ensuring alignment with client objectives and audience insights.
- Crafted comprehensive digital media plans and identified addressable audiences for clients, leveraging data-driven insights and strategic targeting to optimize campaign performance.
- Wrote detailed wrap-up reports highlighting the successes of completed campaigns and offering actionable recommendations for future optimization.

**Strategy Intern, OMD**

*June 2021 - August 2021*

- Supported the Strategy and Digital teams in developing media plans for clients including Dr. Scholl's, Voya Financial, and Visit Britain, ensuring alignment with campaign objectives

## SKILLS

Copywriting, Creative Concepting, Microsoft Office, Adobe Suite, Google Suite, Social Media Marketing, Attention to Detail, Creative Strategy, Presentations, Collaboration, Brainstorming

## AWARDS/RECOGNITIONS

- Bronze Hatch Award, Brewed At Night Campaign
- Young Ones Shortlist, Brewed At Night Campaign
- Boston University Dean's List