

Olivia Barris

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New York, New York

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Personal Website

Education

Lehigh University

Business & Economics, B.S.

August 2019 - May 2023

Bethlehem, Pennsylvania

- Major: Marketing | Minor: Entrepreneurship
- GPA: 3.51 | Dean's List
- Relevant Coursework: Principles of Marketing, Consumer Behavior, Advertising and Sales Promotion, Marketing Research, Marketing Strategy, Social Media, Development & Marketing of New Products, Launching Entrepreneurship Ventures, Corporate Entrepreneurship

Hunter College

Adobe Photoshop

New York, New York

September 2023 - October 2023

Skills

Software & Technical Skills

- Marketing & PR: Muck Rack, Cision, Tagger, IMAI, Later, Mailchimp
- Productivity: Canva, Microsoft Office, Google Workspace, Slack, Asana
- Social Media Management: Meta Business Suite, TikTok Creative Suite, Hootsuite
- Design & Content Creation: Photoshop, Figma, Canva
- eCommerce & Web Platforms: Shopify, Wix
- Basic HTML & Web Editing

Business & Creative Skills

- Entrepreneurship & Strategy: First-hand experience starting and running a business, campaign development
- Marketing & Digital Media: Digital advertising, social media marketing, influencer marketing, email marketing
- Content Creation & Innovation: Writing, creative thinking, strategic planning
- Project Management & Collaboration: Resource management, organization, teamwork, cross-functional collaboration
- Analytical & Data Driven Decision-Making: Market research, data analysis, critical thinking

Work History

M Booth | Account Coordinator

March 2024 - Present | New York, New York

- Progressed from Lifestyle Intern to Account Coordinator in recognition of outstanding performance and significant contributions to the team
- Responsible for campaigns for multiple major brands, including Aperol, The Macallan, Tequila CAZADORES, The Federalist Wines, NOLET'S Gin, Spirit of Gallo (Germain-Robin, Argonaut Brandy, Lo-Fi Aperitifs), Kimberly Clark (Cottonelle, Scott, Goodnites, Kleenex), and American Express for its Blue Business Plus Card refresh
- Campaigns include brand activations, culture jacking, product releases, partnerships, events, and pop-ups
- Analyzing activations and present-day trends for insights and future opportunities
- Performing comprehensive competitive landscape audits and analyses for clients
- Identifying, researching, and vetting influencers for partnerships, gifting, and events
- Responsible for drafting compelling brand pitches, media strategies, creative campaigns, media lists, and coverage updates
- Curating the weekly newsletter "Word on the Street", highlighting all of the latest ad and marketing campaigns, spirit trends, brand collaborations, product launches, and social media updates
- Managing weekly priorities for accounts and expenses for senior leaders

WordHampton Public Relations | Account Coordinator

June 2023 - March 2024 | East Hampton, New York

- Devised captivating digital and social media content and brand strategies for multiple client accounts, Long Island Restaurant Week (LIRW), and Long Island Restaurant News (LIRN), with a following of over 15,000
- Created campaign marketing plans for numerous accounts including website analytics, advertising insights, publicity, social media insights, and email marketing reports
- Drafted, scheduled, and sent out marketing e-blasts, including newsletters, solicitations, and promotions to over 4,000 recipients
- Compiled media impact for over 40 companies
- Authored the "Food Seen" column in Dan's Papers and multiple LIRN articles
- Managed online article editing, posting, and event calendars
- Conducted market research for growth opportunities in hospitality and restaurant industry
- Built out main influencer marketing targeting list
- Established and maintained database of over 1000 restaurants and events for LIRW

Juliet Wine, Inc. | Social Media and Marketing Intern

May 2022 - August 2022 | New York, New York

- Collaborated and worked directly under the 2 co-CEOs of the startup company to implement an impactful social media presence & establish an effective brand strategy
- Assisted with crafting Juliet's brand image, identity, and social presence
- Sourced and designed marketing merchandise and packaging
- Responsible for brand outreach, from event advertising to cold calls
- Instituted partner and placement target accounts database for over 200 New York vendors and restaurants

Lara Bly Designs | Marketer and Social Media Manager

September 2021 - December 2021 | Bethlehem, Pennsylvania

- Managed and captured images for the boutique's social media profiles
- Coordinated outfits for events, online sales, and social media content
- Served as a model for clothing in fashion shows

Pure Blu Co | Founder

January 2018 - January 2019 | East Hampton, New York

- Launched a custom jewelry business where all profits were donated to Water.org
- Designed and created all merchandise
- Developed an eCommerce store and a social media presence to drive sales