

OLIVIA WEBB

oliviawebb96@gmail.com • livwebb.com

ABOUT ME

I am an experienced content marketing and communications specialist looking for a full-time marketing position where I can apply my knowledge and skills.

EDUCATION

2014 - 2018 • Utah State University
Bachelor of Arts in English Literature

EXPERIENCE

2019- iFixit

2021 Content Marketing Specialist

- Own iFixit's PR strategy for all aspects of the business—including editorial content, advocacy, product launches, and partnerships
- Build email newsletters and drip campaigns that include content and products identified for promotion
- Own and manage social media strategy and publication calendar
- Regularly report on email, social media, and press KPIs
- Bridge the gap between Content and Marketing teams, identifying well-performing content and opportunities for cross-promotion
- Learn, implement, and manage brand asset management software

2019 Payality, Inc.

Client Success Associate

- Developed and designed training documents for new clients
- Assisted clients with running payroll and resolved problems with payments

2017- Digital Media Solutions

2018 Freelance Writer and Editor

- Wrote and edited articles about secondary education for publication online
- Ensured all articles were optimized for SEO

SKILLS

Public Relations

Analytics

Copyediting

Social Media Strategy

Asset Management

WordPress

Analytics

Copywriting

Photoshop