

Olivia Asiala

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EXPERIENCE

FREELANCE DIGITAL PRODUCER

OliviaAsiala.com | Brooklyn, NY | May 2016-present

PRODUCT & PRODUCTION LEAD

Uncubed.com | New York, NY | September 2014-May 2016

Responsible for developing Uncubed's online learning platform (formerly Uncubed Edge)

- Produced all class content for 20+ company clients
- Created and executed audience growth and retention strategy
- Managed user feedback cycle
- Developed site-wide curriculum and content strategy
- Acted as account manager to company clients
- Consulted with Tech and Marketing teams on design, UX, and audience growth strategies
- Built and maintained beta version of the product

DIGITAL COMMUNICATIONS SPECIALIST

Michigan State University College of Veterinary Medicine | East Lansing, MI | December 2012-August 2014

Responsible for devising and implementing digital communications solutions across the MSU College of Veterinary Medicine and Veterinary Medical Center

- Created content strategy for digital platforms
- Produced communications collateral, both print and digital
- Consulted with internal clients on digital communications tools and solutions
- Acted as a remote consultant July-August 2014

VISUAL COMMUNICATIONS COORDINATOR

Adrian College Office of Public Relations | Adrian, MI | June-December 2012

Managed the conception and creation of visual and written communication for college and internal departments

- Managed social media presence across all channels
- Wrote press releases and alumni magazine articles
- Created digital and print marketing materials for internal clients

COMMUNICATIONS ASSISTANT

RCAH Center for Poetry at Michigan State University | East Lansing, MI | August 2010-June 2012

GRAPHIC DESIGN INTERN

Michigan State University Libraries Espresso Book Machine | East Lansing, MI | February-June 2012

EDITORIAL INTERN

Youthnet.org | London, England | January-April 2011

EVENTS & OUTREACH INTERN

Shelterhouse Midland | Midland, MI | May-August 2010

EDUCATION

BACHELOR OF ARTS IN ARTS & HUMANITIES AND PROFESSIONAL WRITING

Michigan State University | East Lansing, MI | August 2008-May 2012

FELLOWSHIP

Enstitute | New York, NY | October 2014-September 2015