






Olivia Millie

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## Professional Experience

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### Social Media Consultant

February 2017 – Present

- Creates engaging content for client's Instagram and Facebook page
- Manages social media sites for clients (content creation, organic growth strategy, & outreach)

### Social Media and Marketing Coordinator

Jan. 2015 – Nov. 2016

Blake Austin College Beauty Academy – Vacaville, CA

- Created and managed Instagram for the Beauty Academy.
- Created daily content for Facebook, and Instagram. Weekly content for Youtube.
- Photographed and filmed work being created on campus using professional equipment.
- Utilized Instagram Stories daily, and Facebook Live weekly, to keep followers engaged.
- Optimized and monitored social media groups, trends, tools, and applications to recommend further action.
- Developed online marketing campaigns to create buzz with followers.
- Taught quarterly social media class to entire student body.
- Worked closely with colleagues to spread awareness and increase enrollments through social media platforms and events.
- **Success:** The College experienced:
  - Increase in enrollments by 32% in 8 months
  - Outstanding rating on Google+ and Yelp
  - **Awards: nominated** for "Modern Salon Most Innovative Marketing Award 2016," and **awarded** "Modern Salon – Best Facilities," & "Vacaville's Best: Marketing 2016."

### Communications Internship

May – July 2014

Voice of America (VOA) – Washington, DC

- Accompanied journalist professionals during filmed interviews and news casts.
- Worked with lead news anchor, Alex Villarreal, to learn proper speaking and projection skills.
- Shadowed VOA's Chief White House Correspondent at the July 2, 2014 press briefing, by Josh Earnest, at the White House.
- Strengthened communication skills through interviewing senior researcher at the PEW Research Center in Washington.
- Wrote, recorded, and published my own feature story which aired in 46 countries on VOA News.

## Marketing Internship

June – August 2012

Blake Austin College Beauty Academy – Vacaville, CA

- Worked in Marketing, Public Relations, and Events departments.
- Analyzed online opportunities and gained experience with Hootsuite, Google, Facebook, Yelp, Twitter, and Pinterest.
- Provided insight for Generation Y perspective and utilization of online resources.
- Visited community organizations and companies to gain public relation resources.
- Managed Hootsuite and other information systems using Microsoft Word and Excel.

## Social Media Skills

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### Video Marketing

Films 30-60 second 4K videos; edits within 24 hours.

Films creative campaign videos; ready within 3-5 days.

### Photography

Takes professional photos of products and services on site.

### Hashtags

Utilizes unique hashtags to increase attention and following.

Spends time researching hashtags relevant to the market to find new clients.

### Engagement

Implements organic growth strategy campaigns to boost first-time customer visits.

Utilizes 'Live' features to story-tell and keep followers engaged.

Responds to all comments and messages within 24 hours.

## Conferences

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### Social Media Marketing World

April 2016

Attended the largest social media conference in the world.

3 days of classes + networking with influencers and top marketing strategists.

## Education

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### Bachelor of Science, Business Administration

December 17, 2015

California State University, Monterey Bay

Marketing Concentration

Graduated Cum Laude

## Extracurricular

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National Society of Leadership and Success, Sigma Alpha Pi

May 2014 - Present

Miss Solano County, Vacaville, CA

2010

## Interests

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Traveling – Fitness – Spending time with people – Writing - The Outdoors – Dancing – Sports - Kick Boxing