

OLIVIA DIEM

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Experience

Arizona State University | Tempe, AZ

Barrett, The Honors College

Social Media Assistant

(Team Lead)

08/2021 - 12/2023

Social Media Content Creator

02/2022 - 12/2023

- Strategized content to engage followers across Instagram, Facebook, and TikTok profiles
- Lead team in the planning and execution of social media campaigns and content creation to drive event and service awareness
- Spearheaded expansion of digital presence onto TikTok, gaining 700 followers in 6 months

- Curated content to maximize student bond and connection to the Barrett brand
- Designed and implemented a strategy to analyze account engagement and interactions to encourage target audience growth
- On-screen talent promotion of events and services on Instagram, Facebook, and TikTok
- Collaborated with a digital team to visualize, develop, and execute the Barrett brand across social media profiles

Wasserman Next Gen | Boston, MA

Adidas Campus Ambassador

08/2023-11/2023

- Created and published photo and video content for Adidas and drove students and fans to ASU and TERREX activations through Instagram reels and stories
- Conducted street-style interviews for social media use
- Encouraged fans to participate in promotional events during in-person campaigns

The Cronkite Agency | Phoenix, AZ

Digital Marketing Specialist

01/2023-05/2023

- Collaborated with clients to create data-driven growth strategies for both digital and physical results
- Developed strategies for growth within client budgets using organic/paid advertising and SEO strategies
- Exceeded Google Display Ad conversion goal by 378% with 1,196 link clicks
- Reached target demographic goal on Spotify Ads, Google Ads, and Meta

Envida Social | Scottsdale, AZ

Copywriting Intern

01/2023-03/2023

- Created social media copy on paid and organic posts for clients on Instagram and Facebook
- Coordinated social media campaigns and strategized content calendar scheduling using Sprout Social and Asana

Arizona School Board Association | Phoenix, AZ

Multimedia Production Intern

08/2022 - 12/2022

- Developed and managed webpage and social media organic campaigns
- Crafted video, photo and graphic materials to drive engagement and awareness on the ASBA website, Instagram, and Facebook
- Produced media coverage for the ASBA-ASA Annual Conference

Hubbard Radio Chicago | Chicago, IL

Summer Promotions Assistant

06/2022 - 08/2022

- Executed station marketing plans, events, contests, and promotional activities
- Filmed and created social media content for The Mix
- Professionally shadowed in social media, content creation, and marketing departments

The Plug Pop Culture

Producer and Host

08/2019 - 02/2022

- Produced, hosted, and managed a start-up pop culture and music-based digital series on social media platforms: Instagram, Tik-Tok, YouTube and Spotify
- Gained 1,000 followers on Instagram within 2 months
- Interviewed and collaborated with artists, bands and industry professionals
- Planned and designed relevant on-brand content and analyzed engagement

Education

Arizona State University | Phoenix, AZ

Bachelor of Arts in Journalism And Mass Communication 2023

Emphasis in Digital Audiences

Moeur Award | 4.0 GPA

Cannes Lions Festival of Creativity Study Abroad

Walter Cronkite School of Journalism and Mass Communication

Skills

- Adobe: Premiere Pro, Photoshop, Illustrator, Lightroom, Audition
- Sprout Social, Hootsuite, Asana, Trello
- Google Certification: Ads Search, Ads Display, Ads Measurement, Analytics 4
- Social media marketing, design, strategy, & analysis
- Content creation
- American Sign Language
- Photography
- Communication
- Customer service