

OLIVIA C. DIEM

SOCIAL STRATEGIST | GROWTH LEADER

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EXPERIENCE

Arizona State University | Tempe, AZ Feb. 2024 - present

ASU Flagship Social Producer

- Shaping strategy-aligned social campaigns, growing followers by 9.7% YOY with a global audience of over 1.8 million across the ASU flagship social media channels (@arizonastateuniversity).
- Strategizing content launch timelines to maximize audience engagement, earning a 79.8% YOY engagement increase, while spearheading organic strategy activation of the Dr. Pepper Big 12 Football Championship social campaign.
- Built and led a 12-member team, pioneering a scalable workflow model that doubled weekly content output.
- Championing brand alignment for internal and university-wide editorial campaigns, overseeing cross-functional/ internal team communication and optimizing stakeholder approval systems.

Barrett, The Honors College at Arizona State University | Tempe, AZ Aug. 2021 - Dec. 2023

Social Media Assistant - Team Lead

- Strategized content calendaring to engage followers across Instagram, Facebook, and TikTok profiles.
- Optimized growth through data analysis recommendations.
- Spearheaded the expansion of digital presence on TikTok, gaining 700 followers in 6 months.

Social Media Content Creator

- Conceptualized, developed, and executed student-centric content for the Barrett brand across social media profiles.
- Led planning and execution of social media campaigns and content creation to drive event and service awareness.

Wasserman Next Gen | Boston, MA Aug. 2023 - Nov. 2023

Adidas Campus Ambassador

- Curated UGC content for Adidas to drive fan engagement and participation through several social media activations.
- Engaged fans at pop-up events and led live coverage efforts to create interactive Adidas promotional content.

The Cronkite Agency | Phoenix, AZ Jan. 2023 - May 2023

Digital Marketing Specialist

- Collaborated with clients to create data-driven growth strategies for both digital and physical results.
- Developed strategies for organic social, placed Google and Meta ads and SEO to maximize client budgets.
- Exceeded Google Display Ad key event conversion goal by 378%.

EDUCATION

ARIZONA STATE UNIVERSITY

Master of Science, Digital Audience Strategy

With distinction | May 2026

Bachelor of Arts, Journalism and Mass Communication

Emphasis in Digital Marketing

Moeur Award | Summa Cum Laude | 4.0 GPA

SKILLS

- Social media marketing strategy:
 - Instagram, Facebook, LinkedIn, Threads, TikTok, YouTube/Shorts
- Content creation:
 - Video editing, photography, graphic design & copywriting
- Team leadership
- Project management
- Data analysis & optimization
- Ambassador/ Influencer strategy
- SEO strategy

TOOLS

- Adobe Suite:
 - Premiere Pro, Photoshop, Illustrator, Lightroom, Firefly
- Airtable
- Wrike
- Hootsuite
- Asana
- Sprout Social
- Capcut

CERTIFICATES

- HubSpot Inbound Marketing
- Google Ads Search
- Google Ads Display
- Google Ads Measurement
- Google Analytics 4