

OLIVIA MORGAN

MARKETING ASSOCIATE

DETAILS

ADDRESS

819 Broadway Street
New Orleans, 70118
United States

PHONE

+1 (425) 281-2850

EMAIL

livikmorgan@live.com

DATE / PLACE OF BIRTH

09/18/2001
Sydney, Australia

NATIONALITY

Asian American

LINKS

[Website & Digital Portfolio](#)

[LinkedIn](#)

[Facebook](#)

[Instagram](#)

SKILLS

Microsoft Office



Google Analytics



Meta Business Suite



Adobe Illustrator



Adobe Photoshop



Rstudio



HOBBIES

Music Festivals

Concert

Health & Wellness

Beach Volleyball

Traveling

EMPLOYMENT HISTORY

Social Media Strategist, Chickie Wah Wah & The Civic Theater

New Orleans

Aug 2024 — Present

Conducted paid advertising campaigns on Google Ads, TikTok, and Meta Business Suite for artists and music ensembles performing at Civic or Chickie Wah Wah

Conducted data analytics from ticket buyer information to develop a marketing strategy to attract a new demographic segment at Chickie Wah Wah as well as facilitated social media strategy for all social platforms

Marketing Internship, Design The Planet Advertising Agency

New Orleans

May 2024 — Aug 2024

Authored original content for website SEO and furthered graphic design experience in Adobe Creative Cloud and Canva

Conducted paid advertising campaigns on Google Ads, Meta Business Suite, and LinkedIn for local New Orleans businesses as well as launched direct marketing campaigns on platforms such as Zoho, Mailchimp, Sender, and Unlayer

Marketing Associate, Producer's Market

Remote - Seattle

Sep 2021 — May 2023

Authored original content and published blogs about SEO topics relating to the agriculture tech industry to publish on the company website and social media channels (Instagram, LinkedIn, Twitter, and Facebook)

Facilitated social scheduling and copywriting using Sprout Social and Buffer

EDUCATION

Current Student, Tulane University

New Orleans

Sep 2020 — May 2024

Bachelor of Science in Management

 Double Major: Marketing, Management

Overall GPA: 3.41/4.0 Freeman GPA: 3.34/4.0

Coursework: Research & Analytics, Business Analytics, Advertising & Promotions, Online Social Media & Marketing, Consumer Behavior, Advanced Marketing Strategy

REFERENCES

Adrienne Folse from Design The Planet

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Patrick Templeman from Chickie Wah Wah

patrick@psbmgmt.com | (720)-810-3447