

entrepreneur / professor / writer / wellness advocate & consultant

Olivia F. Scott is the Founder and Principal Consultant of Omerge Alliances, an integrated marketing communications consultancy. Since 2009, Google-certified Omerge Alliances has and continues to serve such media & beauty clients such as ESSENCE, Game Show Network, Media Storm, IMAN Cosmetics, Andre Walker Hair, New York Theological Seminary, Urban Skin Rx, among others.

Additionally, Olivia is presently the Assistant Professor of Advertising at Loyola University New Orleans, and has served as an Adjunct Marketing Professor at New York University since 2009. She has served as an expert marketing witness for Morgan & Morgan Law Firm, and presently serves as Co-Chair of the Project Peaceful Warriors Non-Profit Board and an advisory board member of Perspective Equity Capital.

Olivia's professional experiences include serving as Chief Marketing Officer, Carol's Daughter; Associate Publisher/Head of Marketing, VIBE Magazine; Vice President, Alliances, Live Nation; Director of Partnership Marketing, iN DEMAND TV, in addition to account management roles at DDB, Leo Burnett, Ogilvy, Draft and Frankel agencies. Her weekly LinkedIn OTips and Medium.com OBlog offer valuable insights on branding today.

A wellness advocate & certified yoga teacher, Olivia created all content for the ESSENCE Wellness House in 2018, and continues to program this event annually, in addition to the ESSENCE Health Hub and Center Stage. She also creates community & workplace wellness experiences via her Freedom At The Mat Benefit Corporation. Furthermore, she combines her marketing expertise, wellness advocacy and academic research efforts to advance the cause of women prioritizing their total wellness and creating accessible wellness for all.

Olivia earned a Bachelor of Journalism (Advertising Sequence) from University of Missouri-Columbia, and a Master of Arts in Organizational Leadership from Gonzaga University. She resides in Harlem, NYC and New Orleans.



Brands Olivia's worked with...



Carol's Daughter

IMAN

Leo Burnett

ESSENCE
WRIGLEY

Ogilvy

Hilton

LinkedIn QR Code



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1. 5 Rules of Media & Content Strategy
2. Creating Compelling Branded Events
3. What Wellness Means To Women
4. Expanding the Definition of Wellness Amongst Black Women
5. The Transformative Power of Yoga & Journaling in Wellness
6. Why Journaling Is Important In Mental & Emotional Health

Speaker Topics