



OLIVIA SAVARD

SOCIAL MEDIA MARKETER

SKILLS

- Exceptional organizational, written/oral communication, customer service, and online marketing skills.
- Successful working in both team and independent environments.
- Has strong self-motivation and is skillful with time-management.
- Works well under pressure and can multi-task.

CORE QUALIFICATIONS

- Daily Social Media Management
- Facebook Ad Campaign Management
- Content Creation
- Organic and/or Paid Reach
- Instagram Story Management
- Reads and Utilizes Analytics
- Organizes Content via Social Media Calendar

CURRENT POSITION

Whispering Wind Marketing

Founder & Owner

JUN. 2018 - PRESENT

I launched this business in order to work with local businesses as their social media marketer and manager.

- Work with various clients from a range of industries to promote and manage their businesses on social media.
- Monitor ad campaigns, social media calendars, and analytics.
- Customize services depending on each client's needs.
- This is done as a freelance position wherein I am contracted by these various companies.

CLIENTS

Wilderness Aware Rafting

Social Media Manager/Marketer

NOVEMBER 2018 - PRESENT

- Manages Facebook, Instagram, and Twitter accounts.
- Manages ongoing marketing campaigns.
- Designs and posts consistent content to the social media accounts on a consistent basis.
- Content creation, organic growth, and community management.
- IG and Twitter Handle: @WA_Rafting · Facebook Handle: @wildernessawarerafting

Glenwood Canyon Brewpub

Social Media Manager/Marketer

MAY 2019 - PRESENT

- Manages Facebook, Instagram, and Twitter accounts.
- Manages ongoing marketing campaigns.
- Designs and posts consistent content to the social media accounts on a consistent basis.
- Content creation, organic growth, and community management.
- Event Social Media coverage
- IG and Facebook Handle: @glenwoodcanyonbrewpub

Colorado Hot Springs Loop

Social Media Marketing · Partnering with Precise Advertising and Consulting

AUG. 2019 - PRESENT

- Collaborating with Precise Advertising and Consulting to manage Facebook, Instagram, and Twitter accounts.
- Content creation and generation and creating a consistent social presence.
- Running and managing Facebook and Instagram Ads and Stories.
- Social Media Handle: @hotspringsloop

PERSONAL PROFILE

A driven self-starter with an entrepreneurial leaning who works with businesses to create, maintain, and promote their social media presence.

EDUCATION

A.A. in Theatre Arts
Colorado Mountain College · 2016

B.S. in Communications
Colorado State University -
Global Campus · 2018

Graduated with a 3.9 GPA

SOCIAL MEDIA EXPERTISE

- Facebook
- Instagram
- Twitter
- Pinterest
- LinkedIn
- Youtube
- Snapchat

CONTACT



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