

# Olivia Urban

Innovative | Thoughtful | Driven | Tenacious  
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## EXPERIENCE

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### Blackstone | New York, New York

June 2023 – August 2023

#### Conference and Event Management Summer Analyst

- Planned and executed corporate events ensuring seamless logistics, creative event ideas, and an elevated guest experience
- Collaborated with multiple business units and stakeholders to define their event objectives, themes, and target audiences
- Researched and sourced reliable venues and vendors, culminating in successful contract negotiation and finalization
- Led and supported event budget creation and management by tracking expenses and identifying cost-saving opportunities
- Enhanced event marketing by creating promotions and invitations, coordinating timelines, and managing RSVPs
- Generated innovative Blackstone branded merchandise ideas and personally created one branded merchandise item
- Managed on-site event operations, overseeing setup, transportation logistics, catering, and speaker coordination
- Displayed proactive and reactive abilities while managing expected and unexpected challenges pre-event and onsite
- Maintained event databases, documentation, and briefings to identify areas of improvement for future reference
- Demonstrated strong interpersonal skills while liaising with clients, vendors, and attendees, cultivating positive relationships and a professional reputation

### University of Wisconsin-Madison Office of the Chancellor | Madison, WI

September 2023 – Present

#### Event Student Coordinator Intern

- Assist with planning, organizing, and executing of large campus events such as Winter and Spring Commencement
- Engage in professional development opportunities offered by the Chancellor's Office to enhance event planning skills
- Respond to inquiries from students, faculty, staff, and external partners regarding event logistics and participation
- Create elevated marketing collateral for events that more effectively aligns with the University's brand image

### Indiana University Health | Indianapolis, IN

May 2022 – August 2022

#### Digital Marketing and Experience Intern

- Led content creation and management of the website via Craft CMS, enhancing the overall user/patient experience
- Collaborated with cross-functional teams to develop content for their respective web pages and across all channels
- Conducted data analysis, SEO and performance tracking of digital initiatives, leveraging insights to refine strategies
- Interviewed doctors and providers about relevant healthcare topics and then translated findings into blog posts
- Managed location and provider data within a database, ensuring data confidentiality and integrity of information
- Created a promotional brochure advertising the intern experience that remains in use today at early career fairs

### WeReuse & Horkman's Cleaning & The 24 Group | Indianapolis, IN

March 2019 – August 2022

#### Independent Consultant

- Consulted at 3 startups to help their marketing strategies, resulting in enhanced market visibility and brand equity
- Collaborated with founders to develop compelling brand identities, crafting innovative logo design and visuals
- Designed, developed, and successfully launched three dynamic and responsive websites for three startup clients
- Cultivated lasting relationships with clients, offering ongoing support and innovative solutions to help them thrive

## EDUCATION

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### University of Wisconsin-Madison

May 2024

- GPA 3.80/4.00
- Degree: Bachelor of Business Administration
- Major: Marketing and Supply Chain Management; Minor: Digital Studies

### CIEE Barcelona International Business Study Abroad Program

January 2023 – May 2023

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## LEADERSHIP AND INVOLVEMENT

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**Interests:** Running half marathons, yoga, foodie, fashion, volunteering at Nora Elementary and Friends of Honduran Children, executive committee of Kappa Kappa Gamma, MKT Club and The Women's Network at UW Madison

**Skills:** Advanced proficiency in MS Office, Cvent, Craft CMS, Robohead, Slack, Google Analytics, SPSS, Canva, SEO, Asana