

# OLIVIA LINTON

## DIGITAL MARKETING STRATEGIST

### CONTACT

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### PROFESSIONAL SUMMARY

Dynamic digital marketing and social media strategist with a Master's Degree in Management and a focus on marketing management and digital strategy. Skilled in crafting impactful campaigns, leveraging data-driven insights, and creating engaging content that drives measurable results. Known for exceptional communication, adaptability, and a collaborative spirit while excelling in independent, results-oriented work.

### WORK EXPERIENCE

#### **Social Media Manager | Sept 2024 - present**

Florida State University, Division of Student Affairs Marketing and Communications

- Manage all social media platforms for the marketing and communications office including Instagram, YouTube, Facebook, X, LinkedIn
- Launch and produce podcast series
- Launch and maintain two additional ongoing campaigns under Hello, FSU! umbrella
- Work collaboratively to execute integrated marketing campaigns
- Lead and consult in social media strategy and best practices
- Manage social media team
- Conceptualize, create, and collaborate on content tailored for specific social platforms
- Manage and schedule content using Sprout Social and natively on social platforms
- Analyze performance of campaigns and posts
- Collaborate with departments across campus to strategically promote events, resources, news, and information

#### **Marketing and Communications Manager | Jan 2022 – Oct 2023**

Kyra Solutions, IntelliRoad division

- Recruited as founding member of new division responsible for overseeing marketing and internal operations efforts
- Executed marketing campaigns that support strategic goals
- Authored content for all digital channels including website, articles, success stories, press releases, social media, newsletters, and other marketing materials
- Developed relevant content for website and social media channels
- Managed sponsorships, partnerships, and external event logistics
- Coordinated with channel marketing partners
- Monitored performance analytics and recommended improvements and strategies
- Led internal efforts on all competitive procurement processes
- Designed digital and printed materials using Canva

## **WORK EXPERIENCE CONTINUED**

### **Marketing Manager | Aug 2019 - Dec 2021**

Kyra Solutions

- Executed marketing campaigns that support strategic goals
- Authored content for all digital channels
- Coordinated with channel marketing partners
- Managed social media accounts
- Designed digital and print materials
- Managed sponsorships and external event logistics
- Planned and facilitated corporate events
- Managed, authored, and formatted proposal documentation

### **Marketing Specialist and Business Administrator | Nov 2016 - July 2019**

Kyra Solutions

- Managed, authored, and formatted proposal documentation
- Manage social media accounts and newsletter
- Created marketing materials and campaigns
- Planned and facilitated corporate events
- Interfaced with clients
- Routine office management

### **Advertising Intern | May 2015 - Aug 2015**

Zimmerman Agency

- Researched, collected, and presented data
- Wrote briefs on projects to present to executives
- Interviewed clients and assessed their needs

## **EDUCATION**

### **Harvard University | 2024**

Master of Liberal Arts in Management,  
Extension Studies

### **Florida State University | 2016**

Bachelor of Science in Marketing

### **Tianjin Foreign Studies University | 2014**

Chinese study abroad program

## **CERTIFICATIONS**

### **Marketing Management and Digital Strategy, Extension Studies | 2023**

Harvard University

### **Google Analytics | 2023**

Google

### **CORE: Credential of Readiness | 2018**

Harvard University

## **TOOLS**

Sprout Social, HubSpot, Microsoft Dynamics 365, Salesforce Social Studio, Canva Pro, CapCut, Microsoft Office Suite, Nitro Pro, Adobe Acrobat