

## Education

### Temple University

Klein College of Media & Communication  
Communication Studies Major, Public Relations Minor  
Expected Graduation: May 2019  
Dean's List Recipient Spring 2018

## Relevant Experience

### College Fashionista

A digital community of influencers and like-minded student peers building their skill set from their campuses, and gaining access to industry experts in the fashion and digital media industries on and off-line. It is a destination built by and for career-oriented college students.

Community Member | August 2017 – Present

- Completes webinars and online training
- Participates in campus meet ups and Philadelphia based events for networking opportunities.

Style Guru Intern | May 2017 – August 2017

- Wrote & edited lifestyle articles for online publication
- Shot & edited photos for online articles
- Utilized Search Engine Optimization
- Created on brand content creation for social media

## Technical Skills

Adobe Photoshop, InDesign, Illustrator, Lightroom, Canva  
iMovie and Premiere  
Microsoft & Google Programs  
Social Media Platforms, Hootsuite, Slack  
Photography & Video (Nikon & Canon)  
Word Press, Wix, Tumblr  
Basic HTML & CSS Coding

## Activities

Aperture Agency - Photography Club

Exposure Gallery Participant | December 2017

Public Relations Student Society of America (PRSSA)

PR Committee Member | August 2016 – February 2018

School of Media and Communication: Living Learning Community (SMC LLC)

Resident | August 2015 – May 2016

International Thespian Society

Credited Member | August 2013 – Present

Rho Kappa National Social Studies Honor Society

Chairman | August 2013 – June 2015

## Work Experience

### Lyft

Driver | May 2018 – Present

Philadelphia, Pennsylvania

### Forever 21

Sales Associate | June – August 2017

Philadelphia, Pennsylvania

### Bed Bath & Beyond

Cashier, Customer Service | May – August 2016

Newtown, Pennsylvania

### NOVA Thrift Shop (Non Profit)

Volunteer, Cashier | June 2012 – August 2014

Fountainville, Pennsylvania

## Personal Website

[oliviarotondo.com](http://oliviarotondo.com) – active since 2017

Put a face to the name and view my portfolio and published work, my photography gallery and easily access my social media.

## Leadership

### Temple Public Relations Student Society of America (PRSSA)

One of the largest and longest standing chapters of PRSSA that serves as a pre-professional organization for students looking to advance themselves in the public relations field.

Chapter Vice President

May 2018 – Present

- Assists in managing the chapter and executive board
- Programs weekly chapter meetings for each semester
- Creates and conducts educational workshops
- Contacts and interacts with professionals for speaking engagements
- Plans and implements chapter events
- Creates content and designs for chapter materials

Director of Social Media

February – May 2018

- Managed all social media platforms and utilized content calendars
- Created social media content and graphics weekly
- Served on the chapter's executive board
- Created and implemented campaigns and promotional strategies

Digital Committee Head

February – May 2018

- Conducted committee meetings and assisted members
- Collaborated with fellow committee heads on projects
- Led social media and graphics workshops

## PROwl Public Relations

Temple University's student-run full service public relations firm that provides clients with comprehensive PR strategies and solutions, offers Temple PRSSA members the opportunity to apply their knowledge and gain experience beyond the classroom, and build credibility while forming lasting student-client relationships.

Digital Editor

October 2018 – Present

- Edits all graphic design client work produced by the firm weekly
- Conducted a graphic design workshop for all firm associates

SM+C Junior Account Executive

Client: Strategic Marketing & Communications Department of Temple University

August 2018 – Present

- Assists AE with account communications and editing assignments
- Conducts social research for the client
- Creates and implements ideas for the Cherry On campaign

10th Anniversary Event Junior Account Executive

Client: PROwl Public Relations, special event planning

January – May 2018

- Created agendas & edited assignments weekly
- Designed promotional graphics for the event, gathered content & edited video
- Planned logistics of the event and executed a timed schedule
- Set up tables, decorations, photo booth, and audio and video
- Assisted in running a successful anniversary celebration event for professionals and students

SM+C Junior Account Executive

Client: Strategic Marketing & Communications Department of Temple University

October – December 2017

- Assisted AE with agendas & editing assignments
- Led educational workshops
- Conducted research for social listening reports

PROwl Internal Account Associate

Client: PROwl Public Relations, Internal Communications

August – October 2017

- Wrote content for press releases, brochures, and blog posts
- Created weekly social media posts
- Communicated with PROwl accounts and alumni