

OLIVIA ROTONDO

SOCIAL MEDIA · PR · BRANDING · DESIGN

215.485.6078
oliviarotondo4@gmail.com
Philadelphia, PA
www.oliviarotondo.com

WORK EXPERIENCE

Social Media Marketing Assistant - Alkemy X

Philadelphia | June 2020 - Present

- Alkemy X is a leading Philadelphia media production company with additional teams in NYC, LA, & AMS specialized in production, original content development for tv & film, commercials, & visual effects
- Manages and creates content and strategy for Alkemy X & Justin Wineburgh social media platforms
- Collaborates with PR team, VFX, post production, and executive producers to create content & share client work, industry thought leadership, & press

Professional Freelancer - Rose Creative Inc.

Philadelphia | March 2020 - Present

- Offers freelance social media, public relations, and branding consulting & services for individuals and small businesses
- Wix website design, branding kits, logos, graphics +

Editorial Coordinator - This is it TV / i-g creative

Philadelphia | May - November 2019

- Led the Editorial Department at a startup digital TV network and boutique marketing & production agency
- Managed: an editorial calendar with an average of 40 articles a month, a WordPress blog, 2 weekly newsletters, and an ambassador program of national bloggers
- Produced social & editorial content for 4 clients: REMAX, Sportfresh, Chevelure, and Hungry Ghosts
- Attained over 15,000 website engagements and 70,000 Facebook reach organically monthly

Public Relations Intern - Devine & Partners

Philadelphia | May - August 2019

- Wrote media advisories and press releases, pitched to media and influencers (Clients: the Mann Center & CEO Council for Growth)
- Contributed to D+P social media marketing and conducted client media monitoring and research regularly

Freelance Social Media Manager - Alist & Co.

Philadelphia | April - July 2019

- Managed all social media platforms for the agency (@alistco) and lead client, Lady Alma (@theladyalma)
- Created monthly content & strategy for both clients and reported analytics
- Assisted with PR strategy for Lady Alma anthology release

Public Relations Intern - Relief Communications, LLC.

Philadelphia/Bryn Mawr | January - June 2019

- Wrote press releases, calendar listings, media advisories, and fact sheets, & pitched to media
- Conducted weekly client media monitoring and created analytic reports
- Clients: Mural Arts Philadelphia, Philly AIDS Fund, Historic Philadelphia, Inc., Prevention Point Philadelphia, & more

SKILLS

Content Creation + Strategy
Community Management
Communication
Social Media Graphics
Wix Website Design
Brand Consulting
Social Media Analytics
Trend Research
Influencer Management
Writing + Blogging
Media Relations

TECHNICAL SKILLS

Photoshop, InDesign,
Lightroom, Premiere, Canva
Microsoft + Google Programs
Social Media Platforms
Hootsuite + Later
Critical Mention + Cision
Photography + Video
MailChimp, WordPress, Wix
Google Analytics Certified
Facebook + IG Ad Manager
SEO Novice

EDUCATION

Temple University

Klein College of Media &
Communication, Class of 2019
B.A. Communication Studies
Minor in Public Relations

ORGANIZATIONS

Temple Public Relations Student Society of America

Vice President | 2018 - 2019
Director of Social Media | 2018
Member since 2017

PRowl Public Relations

Digital Editor | 2018 - 2019
Junior Account Executive | 2018
Account Associate | 2018