

Olivia Cambalik

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St. John Fisher College, Rochester NY

Graduation Date: December 2021

BS in Media Management

- GPA: 3.7
- Presidential Scholar
- Honors Student
- Iacona Scholarship Recipient
- Dean's List

SKILLS

Proficient in MS Office (Word, Excel, PowerPoint)

Proficient in Google Workspace (Google Drive, Google Forms, Google Sheets)

Proficient in Hubspot, Wordpress, Smartsheet
Hootsuite Certification and Social Media savvy (Tiktok, Snapchat, Instagram, Pinterest, LinkedIn & Twitter)

Canva Savvy

Familiar with SurveyMonkey, Qualtrics, Mailchimp, and SPSS

ADDITIONAL EXPERIENCE

Respite Worker

Keli House Community Services

Stormville, NY

2020 – 2022

- Assisted 4-year-old child with ADHD and PTSD through daily activities to improve social/emotional/ fine motor skills
- Communicated child's needs with child's family members

Visitor Services

Storm King Art Center

New Windsor, NY

April 2021 – November 2021

- Ensured visitor safety by communicating to groups of 20+ people museum rules and brand message

PROFESSIONAL EXPERIENCE

Associate Digital Editor

Today Media: Hudson Valley, Westchester, Delaware Today, Main Line Today Magazine • Fishkill, NY • Present

- Write articles on food, events, and restaurants around the Hudson Valley that frequently receive over 1000+ views
- Interview people who live and work in the Hudson Valley in order to craft engaging articles
- Format partner content articles for the Hudson Valley and Westchester Magazine websites
- Format digital articles from print articles
- Use Wordpress platform and implement SEO best practices into webpages to drive website traffic
- Use Hubspot to format email newsletters and arrange content including advertisements
- Create Tiktok videos of different events and locations for Hudson Valley and Westchester Magazine accounts that receive 150+ views

Freelance Social Media and Marketing Manager

Center for Progressive Nutrition • Greenwich, CT • 2022

- Maintained/ redesigned website to create brand presence and make company information easily accessible
- Maintained company's Facebook page to match brand aesthetic and promote company website
- Created/ scheduled Facebook posts in Canva to promote brand message

Sonny Weed's Fruit Farm • Milton, NY • 2022

- Created Instagram and Facebook ads that consistently received engagement from 100+ people
- Crafted social media captions and took photos on DSLR camera for Instagram and Facebook accounts

Event Planning and Marketing Intern

Causewave Community Partners • Rochester, NY • 2021

- Attended client meetings, took notes that helped with the planning of events (Matchstick Prize/ Lovefest)
- Created social media posts and email graphics for advertising campaigns (Lovefest/ It's up to You FLX)
- Conducted secondary research on virtual events, wrote a blog post for the Causewave website based on findings