

Olivia Cambalik

Modena, NY | 845-522-3673 | ocambalik@gmail.com

[LinkedIn](#) | [Portfolio](#)

Fairfield University, Fairfield CT

Professional Certificate in Interior Design, December 2025

- GPA: 3.9

St. John Fisher University, Rochester NY

Bachelor of Science in Media Management, December 2021

- GPA: 3.7, Presidential Scholar, Honors Student

PROFESSIONAL EXPERIENCE

Digital Editor

Today Media: Hudson Valley, Valley Table, Westchester, Delaware Today, Main Line Today Magazine
Fishkill, NY | 2025-Present

- Create engaging TikTok videos and Instagram Reels showcasing various events, locations, and tourist attractions, that receive upwards of 28.8K views
- Shoot video and edit in Capcut and Canva to create social media video content
- Editorial writing, create SEO-driven articles on real estate, interior design, shopping, trending food, events, businesses, and tourist sites in the Hudson Valley that often receive upwards of 20K views
- Conduct interviews with local individuals in the Hudson Valley to craft captivating articles and share insider information
- Web design, adapt print articles into digital format while implementing SEO best practices to drive website traffic
- Work in the Wordpress platform to publish and manage web content
- Use ActiveCampaign to format email newsletters for Hudson Valley Table, including content arrangement, copywriting, and subject line creation to be sent to an email list of 4,500 recipients
- Cross-functional collaboration via email, phone, and video call

Associate Digital Editor

Today Media: Hudson Valley, Valley Table, Westchester, Delaware Today, Main Line Today Magazine
Fishkill, NY | 2022-2025

- Incorporate affiliate links through Amazon and Skimlinks to help boost engagement and drive revenue
- Work in a deadline-driven workflow to format and optimize sponsored content articles for Hudson Valley, Westchester, Delaware, and Main Line Magazine websites
- Work in Hubspot to format digital newsletters for Hudson Valley and Westchester Magazine, place partner content in newsletters
- Present social media research at monthly digital content strategy meetings on algorithms and best practices, adapting insights to enhance the magazine's strategy

Freelance Social Media and Marketing Manager

Center for Progressive Nutrition | Greenwich, CT | 2022

- Redesigned and maintained company website to enhance brand presence and ensure easy accessibility of information
- Created and curated content (video and photo) for the Facebook page, aligning it with brand aesthetic and promoting the company website

SKILLS

- Proficient in Hubspot, Wordpress, ActiveCampaign, Smartsheet, MS Office, and Google Workspace
- Hootsuite Certification and Social Media savvy (TikTok, Snapchat, Instagram, Pinterest, LinkedIn & Twitter), Canva Savvy
- Familiar with Google Analytics, SurveyMonkey, Qualtrics, Mailchimp, Magazine Manager, Adobe Photoshop, and Later