

OLIVIA DAWSON

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EDUCATION

The University of Alabama | May 2023

Bachelor of Arts in Communications & Information Sciences

Major: Public Relations Minor: Communications

Concentration: Sports and Entertainment

Communications Management

SKILLS

- Constant Contact
- Mailchimp
- Adobe Creative Cloud
- Canva Pro
- Sprinklr
- Google and Microsoft
- WordPress
- Meltwater
- CRM
- AMS
- Google Analytics
- HootSuite

EXPERIENCE

Marketing and Communications Specialist EGGER Wood Products | June 2024-Present

- Curate and manage all organic social media content, with a focus on crafting compelling copy and effective messaging for captions, increasing engagement across Instagram, Facebook and LinkedIn by 229%.
- Collaborate with agency partners on paid advertising, SEO, SEM and brand identity strategies to enhance online presence, increase brand awareness and drive sales.
- Manage website content, write blogs and ensure everything is up to date.
- Develop and create email marketing campaigns.
- Leverage storytelling to create engaging narratives across all communication channels, strengthening brand connection and increasing impact.
- Build and maintain relationships with industry media professionals and pitch products to industry publications to secure coverage.
- Write and distribute press releases.
- Edit and proofread deliverables such as brochures and information packets.
- Develop and manage social media and editorial calendars, ensuring timely and strategic content delivery.
- Facilitate internal communications, supporting organizational messaging and employee engagement.
- Manage public relations and promotions for trade shows.

Communications, Experience and Engagement Specialist Northern Virginia Association of Realtors® | May 2023-May 2024

- Delivered support to the Director of Marketing and Promotions on strategy development and campaign execution.
- Lead video content creation, including scripting, filming, editing and live streaming.
- Created and managed copy for social media platforms and marketing campaigns, maintaining alignment with brand voice and objectives.
- Managed and updated website content to ensure accurate, timely and engaging information for members and the public.
- Lead email marketing campaigns and weekly newsletters.
- Partnered with the Government Affairs Director to lead political communications and advocacy, managing RPAC initiatives, coordinating fundraising and outreach, and representing the association at legislative meetings in Washington, D.C. and REALTOR® Lobby Day in Richmond, VA.
- Designed graphics and promotional materials for social media, events and internal communications.
- Planned and executed NVAR's annual convention, securing vendors, speaker relations, room designations and tradeshow floor plans.
- Supported member-led committees by preparing agendas, facilitating meetings and planning events.

Brand Strategy Specialist UA Center for Advanced Public Safety | July 2022-Jan 2023

- Collaborated with the Brand Strategy team on various marketing initiatives.
- Oversaw updates and maintenance for three websites and two databases.
- Strategically curated content for public safety campaigns on LinkedIn and Facebook with a focus on copywriting.

LEADERSHIP

Country Music Association EDU Leadership Program | January 2020-May 2023

- Selected from a competitive pool of student applications to participate as a member of the renowned career development program backed by the Country Music Association.
- Attended a two-day Leadership Summit to learn, network and prepare for the upcoming year's opportunities within the music industry.
- Obtained access to prominent industry professionals, networking opportunities, monthly Q&A panels and mentorships with Alumni through the course of the program.
- Completed two semester-long market research projects regarding diversity and the future of award shows.
- Promoted artists like Riley Green, Willie Nelson and Peyton Porter through social media and merchandise booths.