

olivia
robin

PUBLIC RELATIONS &
DIGITAL STRATEGY

CONTACT

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@OLIVIAEROBIN

EXPERIENCE

DEVRIES GLOBAL, NEW YORK, NY

ACCOUNT COORDINATOR | AUGUST 2016 - PRESENT

- Consistently provide support to team members with enthusiasm for clients Altar'd State, Wella Professionals, BJ's and System Professional, a European luxury hair care brand
- Track daily/weekly brand coverage and develop monthly reports that showcase garnered publicity across multiple brands from online/print/trade publications
- Compose weekly brand related industry trends update for team and client
- Coordinate and implement events globally, influencer/ambassador partnerships, and new product launches
- Responsible for creating comprehensive budget trackers to manage account spending, national and regional media lists for client projects and events
- Write and edit pitch letters, press releases, Who's Who fact sheets, Run Of Shows, recap presentations and other press/event/product materials

DEVRIES GLOBAL, NEW YORK, NY

PUBLIC RELATIONS INTERN | JUNE 2016 - JULY 2016

- Responsible for leading team of interns in managing and updating master media list essential for the success of DeVries beauty and hair teams
- Responsible for conducting extensive research on beauty products, industry news, competitors and influencer opportunities through Gravitater and CISION
- Aid DeVries team and staff in urgent client and company needs, as seen through the following: Wella Professionals Elements Blowout event, Celebrity Cruises Unexpected Summer event, Johnson & Johnson Baby New Business pitch, BJ's Pop-up event, Wine Down Wednesdays
- Developed re-branding campaign for Secret #MeanStinks

CAPSTRAT, RALEIGH, NC

DIGITAL STRATEGY INTERN | FEBRUARY 2016 - MAY 2016

- Assisted in providing and developing solutions that blend design, technology and strategy for clients
- Conducted Quality Assurance analysis for website construction
- Managed digital goals, initiatives and opportunities for clients using social media strategy and email marketing campaigns

CFA INSTITUTE, NEW YORK, NY

SOCIAL MEDIA & PUBLIC RELATIONS INTERN | SUMMER 2015, JANUARY 2016

- Aided in the increase of Twitter followers by 65,000
- Coordinated social engagement, ad campaigns through daily collaboration with professionals from Facebook, Twitter and LinkedIn using paid social
- Composed campaigns and tweets using paid social for @CFAInstitute

SENSE MARKETING & ADVERTISING, LONDON, UK

MARKETING & ADVERTISING INTERN | OCTOBER 2014 - DECEMBER 2014

- Generated detailed client research helpful for establishing thirteen client-customer relationships

EDUCATION

BACHELOR OF ARTS IN STRATEGIC COMMUNICATIONS: PUBLIC RELATIONS & DIGITAL STRATEGY
ELON UNIVERSITY | CLASS OF 2016

FOUNDATION FOR INTERNATIONAL EDUCATION
LONDON, UK | FALL 2014

HONORS:
PRSSA MEMBER 2012-2016
DEAN'S LIST

SKILLS

Excellent oral and written communication skills
Cision/Sysomos/BurrellesLuce
Microsoft Office
Photoshop/InDesign
Paid Social Media & Analytics
Pitching/Press & News Releases
HTML/CSS/Web Coding
Market Research
Media Kits
Language: French fluency

