

# Olivia Wimpari

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## EDUCATION

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### UNIVERSITY OF MICHIGAN

Bachelor of Arts

Major in Communications and Media

Minor in Social Media Analysis and Design through School of Information

**Cumulative GPA:** 3.52/4.0

**Awards:** LSA Pigott Family Scholarship, University of Michigan Grant, Michigan Comp Scholarship, Hilda M. Hill Memorial Scholarship, Imlay City High School Alumni Association Scholarship, Grettenberger-Wheeler Scholarship

**Relevant Coursework:** Fashion Merchandising, Media Studies, Media Strategies, Fashion and Media, Social Networks

**Ann Arbor, MI**

*Expected Graduation May 2026*

## ACTIVITIES

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### SHEI MAGAZINE

*Public Relations Business Coordinator*

**Ann Arbor, MI**

*Apr 2024 – Present*

- Lead weekly team meetings; manage various teams within PR; build & maintain relationships with various organizations for partnerships; tailor brand image; oversee planning of events; create marketing strategies for outreach

- Collaborate with merchandising division to design clothing products; strategize creative direction of magazine & brand image

*Public Relations Team Member*

*Jan 2024 – Apr 2024*

- Engage audience through distribution of print magazines; establish connections with Ann Arbor businesses to cultivate exposure of brand; oversee planning of events such as pop-ups, fashion shows, and launch parties

### ALPHA GAMMA DELTA

*Director of Social Media*

**Ann Arbor, MI**

*Nov 2023 – Jan 2025*

- Conduct analysis of social media trends to assemble digital presentation of sorority; manage all official social media accounts (Instagram, TikTok); curate aesthetic direction of feeds through careful selection of content; coordinate photoshoots

- Utilize Canva to design graphics for events and fundraisers; edit videos via CapCut to properly represent the organization

### VIPs FUND

*Marketing Team Member & Sales Coordinator*

**Ann Arbor, MI**

*Sep 2023 – Present*

- Coordinate photoshoots and communicate with models for bookings; examine similar businesses to determine product pricing; develop monthly newsletter to notify customers of new products & events and convey nonprofit mission

- Strengthen relations with local businesses via pop-up events to increase visibility of organization; manage various media accounts (Instagram, LinkedIn, Facebook) and organization website; maintain relations with local artists in Madagascar

### ROSS RETAIL CLUB

*Active Member*

**Ann Arbor, MI**

*Jan 2024 – Present*

- Conduct mock strategic analysis via case studies of relevant issues within fashion industry; accumulate professional knowledge through events with fashion industry leaders (Estée Lauder Executive Director, L'Oréal VP of Marketing)

- Connect with Ann Arbor sustainable fashion businesses (Shinola, Bivouac) through in-person meetings to gain critical insight into business marketing strategies and product development processes

## WORK EXPERIENCE

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### MIND4YOUTH

*Marketing Intern*

**San Jose, CA**

*Jul 2024 – Aug 2024*

- Design graphics for official social media account (Instagram); research trends in youth mental health; develop marketing campaigns & strategies; cultivate promotional plans for non-profit fundraisers

- Convey philanthropic mission through design execution & marketing analytics

### THE CHOP HOUSE ANN ARBOR

*Hostess*

**Ann Arbor, MI**

*Mar 2023 – Present*

- Welcome and communicate with guests; supervise telephone communications; formulate useful responses to inquiries of guests; tend to guests' needs; manage a dining area of over 300 guests to foster an overall enjoyable dining experience

- Organize reservation logistics; oversee server rotations; assist with serving; ensure efficiency of restaurant operations