

Olivia Wimpari • Marketing & Communications Professional



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PROFESSIONAL SUMMARY

University of Michigan Honors graduate with a Bachelor of Arts in Communication and Media and a Minor in Social Media Analysis & Design (School of Information). Four years of hands-on experience across marketing, public relations, social media, and events, progressing from Social Media Marketing Intern at Mind4Youth to Director of Social Media for Alpha Gamma Delta to Executive Marketing Director of SHEI Magazine, the University of Michigan's prestigious flagship fashion and lifestyle publication, while running marketing at VIPs Fund, a sustainable fashion nonprofit. I led a nine-member social media and communications team, boosted average post reach by 41%, grew a rebranded social following by 33% with 2.5x viewership, and led an in-person brand event with MONDAY Haircare that sold out six products in under twenty minutes. Completed an Honors Thesis with Distinction, Bot Couture: The Role of Artificial Intelligence in Luxury Fashion Media Campaigns. Based in Chicago.

CORE COMPETENCIES

Marketing Communications • Public Relations • Social Media Strategy • Content Creation & Short-Form Video (Canva, CapCut) • Brand Development • Campaign Planning • Event Marketing & Activations • Influencer & Creator Outreach • Community Management • Copywriting • Analytics & Performance Reporting • Project Management & Team Leadership

PROFESSIONAL EXPERIENCE

SHEI Magazine

Executive Marketing Director April 2025 – May 2026 Ann Arbor MI

- Spearheaded multi-channel marketing strategies across digital, print, and experiential platforms, guiding a nine-member Social Media and Communications team and boosting average post reach by 41%.
- Orchestrated PR campaigns and event marketing, including the Haunt Couture Halloween experience that raised \$1,076 in ticket sales, developed strategic partnerships, and led outreach initiatives while managing cross-functional teams.
- Collaborated with MITCHFLIPPOMFG on merchandise design and cultivated relationships with local businesses and fashion industry partners.

SHEI Magazine

Public Relations Business Coordinator April 2024 – April 2025 Ann Arbor MI

- Led weekly team meetings and directed cross-functional PR teams (Brand Activations, Partnerships, Merchandising), driving cohesive campaigns that increased publication prominence and brand exposure by 12%; oversaw event planning and partner relationships.
- Led design and marketing strategy for an in-person event with MONDAY Haircare that sold out six different products in under 20 minutes; collaborated with merchandising on product design and the magazine's creative direction.

SHEI Magazine

Public Relations Team Member January 2024 – April 2024 Ann Arbor MI

- Amplified publication reach by strategically distributing 48 print magazines to Ann Arbor business partners (RoosRoast), established connections with local businesses, and supported events including pop-ups, fashion shows, and launch parties.

Alpha Gamma Delta

Director of Social Media November 2023 – January 2025 Ann Arbor MI

- Led rebranding of official social media accounts (Instagram, TikTok), growing the follower base by 33%; analyzed trends to curate aesthetic direction of feeds, resulting in Celsius and Poppi sponsorships; coordinated photoshoots.
- Created and edited daily short-form content via Canva and CapCut that raised online viewership by 2.5x.

VIPs Fund – Sustainable Fashion Nonprofit

Marketing Team Member & Sales Coordinator September 2023 – May 2026 Ann Arbor MI

- Coordinated photoshoots and filmed social media content for the sustainable fashion nonprofit, increasing engagement by 11%; developed the monthly newsletter conveying the nonprofit mission and new products and events.
- Supported planning and rollout of collaborative pop-up events with local Ann Arbor businesses (The Getup Vintage, One DNA), managed media accounts (Instagram, LinkedIn, Facebook) and the organization website, and maintained working relationships with artists in Madagascar.

Mind4Youth – Youth Mental Health Nonprofit

Social Media Marketing Intern July 2024 – August 2024 San Jose, CA

- Researched trends in youth mental health to design 12 graphics for the nonprofit's official Instagram account and developed three social media campaigns expanding outreach of its philanthropic message across digital channels.
- Conveyed philanthropic mission through design execution & marketing analytics

EDUCATION

University of Michigan – Ann Arbor, MI

Bachelor of Arts (B.A.), Communication and Media Studies | June 2022 – May 2026

Graduated with University Honors | Cumulative GPA: 3.7 | Lloyd Scholar Writing and the Arts

Minor: Social Media Analysis and Design (School of Information)

Honors Thesis:

Bot Couture: The Role of Artificial Intelligence in Luxury Fashion Media Campaigns
Communication and Media Studies Honors Thesis – Earned Distinction

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LEADERSHIP & PROFESSIONAL DEVELOPMENT

Ross Retail Club

Member

January 2024 – May 2026

Ann Arbor MI

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

SKILLS

Brand Strategy & Marketing: Brand Management, Brand Positioning, Brand Awareness, Multi-Channel Marketing, Event Marketing, Partnership Development, Influencer Outreach, Stakeholder Management, Competitive Analysis, Market Research

Digital & Social Media: Social Media Strategy, Content Calendar Management, Community Management, Social Listening, Campaign Management, Analytics, Email Marketing

Content Creation & Tools: Canva, CapCut, Copywriting, Photography, Video Editing, Graphic Design

Platforms: Instagram, TikTok, LinkedIn, Facebook, Pinterest

CERTIFICATION

Inside LVMH Certification | LVMH | 2026

Strategies for Creating Viral Short Form Content | LinkedIn Learning | July 2025