

Olivia Wimpari

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PROFESSIONAL SUMMARY

Passionate Marketing and Public Relations professional with hands-on experience in brand strategy, digital marketing, social media management, event marketing, partnerships, content creation, branding, analytics, and audience engagement and campaign execution. Proven leader in student-led media organizations with experience managing cross-functional teams, driving brand growth, and executing integrated marketing initiatives across digital, print, and experiential channels.

EXPERIENCE

Executive Marketing Director

SHEI Magazine

April 2025 - Present, Ann Arbor, MI

- Spearhead multi-channel marketing strategies across digital, print, and experiential platforms, boosting brand awareness and audience engagement.
- Orchestrate PR campaigns, develop strategic partnerships, and lead outreach initiatives while effectively managing cross-functional teams.
- Brand positioning efforts to cultivate relationships with local businesses and fashion industry partners

Public Relations Business Coordinator

SHEI Magazine

April 2024 - April 2025, Ann Arbor, MI

- 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

SHEI Magazine

January 2024 - April 2024, Ann Arbor, MI

- 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

Director of Social Media

Alpha Gamma Delta

November 2023 - January 2025, Ann Arbor, MI

- 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

Marketing Team Member & Sales Coordinator

VIPs Fund

September 2023 - Present, Ann Arbor, MI

- 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

Member

Ross Retail Club

January 2024 - Present, Ann Arbor, MI

- 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

Social Media Marketing Intern

Mind4Youth

July 2024 - August 2024, San Jose, CA

- 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

Hostess

The Chop House

March 2023 - Present, Ann Arbor, MI

- Manage guest communications, bookings, coordinate seating for 300+ guests, and resolve client inquiries/issues to ensure optimal client experience

EDUCATION

Bachelor of Arts in Communication and Media Studies

Expected Graduation: May 2026

Minor: Social Media Analysis and Design

University of Michigan - Ann Arbor, MI

Honors: Senior Thesis and Honors Program, Lloyd Scholar Writing and the Arts, Summer Bridge Scholars

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

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