

# Olivia Wimpari • Marketing & Communications Professional



📍 Chicago, IL (Relocating from Michigan) ✉ [olivia@wimpari.com](mailto:olivia@wimpari.com) ☎ (810) 819-9531 🔗 [linkedin.com/in/oliviawimpari](https://www.linkedin.com/in/oliviawimpari) 🌐 <http://olivia.wimpari.com>

## PROFESSIONAL SUMMARY

University of Michigan Honors graduate with a Bachelor of Arts in Communication and Media and a Minor in Social Media Analysis & Design. Experienced in marketing, public relations, social media strategy, brand development, content creation, event promotion, and partnership development through leadership roles with SHEI Magazine, Alpha Gamma Delta, Mind4Youth, and nonprofit organizations. Progressed through multiple leadership positions within SHEI Magazine, culminating in Executive Marketing Director, with experience coordinating integrated marketing initiatives across digital, print, and experiential channels. Completed an Honors Thesis with Distinction, Bot Couture: The Role of Artificial Intelligence in Luxury Fashion Media Campaigns, examining the intersection of AI, consumer perception, authenticity, and luxury brand communications. Seeking opportunities in marketing, communications, public relations, brand strategy, or social media management within the Chicago market.

## CORE COMPETENCIES

Marketing Communications • Public Relations • Brand Development • Social Media Strategy • Content Creation • Event Marketing • Partnership Development • Community Outreach • Campaign Planning • Market Research • Copywriting • Community Management

## 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, boosting brand awareness and audience engagement.
- Orchestrated PR campaigns, developed strategic partnerships, and led outreach initiatives while effectively managing cross-functional teams.
- Brand positioning efforts to cultivate 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, managed various teams within PR, built & maintained relationships with various organizations for partnerships, tailored brand image, oversaw planning of events, created marketing strategies for outreach
- Collaborated with merchandising division to design clothing products, strategized creative direction of magazine & brand image

### SHEI Magazine

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

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

### Alpha Gamma Delta

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

- Conducted analysis of social media trends to assemble digital presentation of sorority, managed all official social media accounts (Instagram, TikTok), curated aesthetic direction of feeds through careful selection of content, coordinated photoshoots
- Utilized Canva to design graphics for events and fundraisers, edited videos via CapCut to properly represent the organization

### VIPs Fund

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

- Coordinated photoshoots and communicated with models for bookings, examined similar businesses to determine product pricing, developed monthly newsletter to notify customers of new products & events and conveyed nonprofit mission
- Strengthened relations with local businesses via pop-up events to increase visibility of organization, managed various media accounts (Instagram, LinkedIn, Facebook) and organization website, maintained relations with local artists in Madagascar

### Mind4Youth

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

- Designed graphics for official social media account (Instagram), researched trends in youth mental health, developed marketing campaigns & strategies, cultivated promotional plans for non-profit fundraisers
- Conveyed philanthropic mission through design execution & marketing analytics

### The Chop House

**Hostess** March 2023 – May 2026 Ann Arbor, MI

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

## EDUCATION

### University of Michigan – Ann Arbor, MI

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

Graduated with Honors – Communication and Media Studies Thesis

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 – Distinction

# Olivia Wimpari • Marketing & Communications Professional



📍 Chicago, IL (Relocating from Michigan) ✉ [olivia@wimpari.com](mailto:olivia@wimpari.com) ☎ (810) 819-9531 🔗 [linkedin.com/in/oliviawimpari](https://www.linkedin.com/in/oliviawimpari) 🌐 <http://olivia.wimpari.com>

## 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

---

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