

# OLIVIA M ROWE

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## EDUCATION

**Bachelor of Arts:** *International Studies Major, Studio Art Major*

Rhodes College, Memphis, TN

**Honors + Awards:** Rhodes Varsity Volleyball Captain, Buckman Scholarship Recipient, Tri Delta, RAB Member of the Year

## EXPERIENCE

**Social Media Supervisor**, Bally Sports, Baltimore, MD — (May 2022 - Present)

- Monitor all Bally Sports social media handles for negative or technical related mentions and Bally Sports digital products for quality assurance
- Communicate with Customer Service about all relevant social media mentions and current product streaming issues
- Communicate with RSN staff about all negative or technical related mentions regarding their brand
- Troubleshoot live event issues with Digital Operations Center and the Site Reliability Engineering team

**Digital Operations Coordinator**, Bally Sports, Baltimore, MD — (February 2022 - May 2022)

- Analyze Bally Sports digital products across a variety of platforms and connected devices
- Create reports around key initiatives and overall product performance
- Provide documentation and escalation of product issues as it relates to the consumer experience of digital products
- Assist with the production of actionable insights to support product and content decisions

**Marketing Manager**, Elwood's Auctioneering, Hagerstown, MD — (October 2020 - February 2022)

- Photograph, catalog, input, and export an online auction each week using Auction Flex software with approximately 500+ items and auctions averaging over \$7,000
- Modernize cohesive branding using Adobe Suite, copywriting, and graphic design experience
- Create and sustain company website and social media platforms using Later and Mailchimp
- Conduct research regarding art, furniture design, and other types of antiques
- Manage employee payroll and maintain company finance using QuickBooks software
- Oversee operations including purchasing, consigning, and shipping

**Videographer**, Perennial Films, Hagerstown, MD — (June 2020 - Present)

- Began shooting solo weddings in less than a year and assist the lead videographer with different angles and shots
- Sort and edit raw footage of events using Adobe Premiere Pro and After Effects
- Confident with relevant digital video and audio equipment. create different types of media content, including YouTube, Tik Tok, and other social media platforms

**Sales Associate**, Ridgewells Catering Company, Bethesda, MD — (January 2020 – June 2020)

- Produced client-facing materials with the Major Events team that including menus, invoices, and proposals for the (USGA) U.S. Golf Association's events
- Designed and implemented advertisement techniques in accordance with company branding guidelines
- Performed cross-functional operations for Major USGA golf tournaments including sales, staffing, and client service
- Managed high-profile client relations, working directly with USGA corporate clients, and provide details of the catering experience

**Digital Media Manager, Rhodes College Athletics Department**, Memphis, TN —(August 2016 - May 2019)

- Managed and updated various social media accounts (e.g. Instagram & Twitter) using HootSuite
- Created and edited promotional advertisements for sports teams through web programs such as Adobe Suite
- Managed game-day setup and game-day graphics and performed various tasks ranging from sport to sport, including public announcements, statistics, live stream, videography, and photography

**Creative Services Intern, St. Jude ALSAC**, Memphis, TN — (December 2017 - May 2018)

- Assisted in production design and file preparation for print production using Adobe software
- Conceptualized and executed donor facing materials such as Event In-A-Box and other St. Jude events

## SKILLS

Copywriting, SEO Knowledge, Photography, Adobe Suite, Web Analytics, Event Planning, Leadership, Budgeting, Web Design