

OLIVIA SHAW

Manalapan, New Jersey

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EDUCATION

University of Pittsburgh, Pittsburgh, PA

EXPECTED GRADUATION MAY 2026

Bachelor of Arts in Media & Professional Communications (Digital Media track)

Minor in Political Science (American Politics specialization) & Certificates in Corporate Community Relations and Sports Studies

- David C. Frederick Honors College student
- Involvements: Hillel JUC of Pittsburgh, Kappa Delta Sorority, Pitt Dance Marathon, and FSL Greek Week

WORK EXPERIENCE

Creative Designer, Founder, & Owner – Liv 2 Create, Manalapan, NJ

APRIL 2020 - PRESENT

- Create various custom artwork and products such as stickers, clothing, logos, and more using Procreate & Cricut Design Space
- Promote the sale of products and company on Facebook, Instagram, and TikTok to engage with customers
- Collaborate and partner with local small businesses and social media influencers to maximize company reach
- Organize and track orders and payments through an online order form and master Excel spreadsheet

Account Management Intern – VML, New York, NY

JUNE 2025 - AUGUST 2025

- Completed a 10-week internship managing day-to-day operations for the Colgate-Palmolive account, including tracking timelines, writing meeting recaps, and coordinating with creative, strategy, and production teams
- Supported campaign development by organizing deliverables, preparing presentations, and incorporating client feedback
- Co-developed *Cookies & Screme*, a fully integrated intern campaign for OREO, shaping strategy, crafting copy, and guiding visual storytelling throughout the project
- Selected as the winning group and invited to present our campaign directly to the OREO client team alongside VML senior leadership

Digital Ambassador Internship – Israel21c, Tel Aviv-Yafo, Israel

AUGUST 2024 - MAY 2025

- Created innovative social media content that shares the impactful, positive stories of Israel and its people
- Worked with the ambassador team virtually to distribute ISRAEL21c content via social media across various online communities
- Attended team calls and monthly 1:1 check-ins with direct team leaders
- Participated in monthly training and skill-building sessions with the ISRAEL21c professional team and guest speakers

Chaverim Counselor, Teen Travel Program – JCC Camps at Medford, Medford, NJ

JUNE 2024 - AUGUST 2024

- Led 85 campers, along with nine other staff members, on daily trips throughout the Tri-State area
- Operated two, four-day, and three-night excursions for campers, including accommodations, activities, and meals, to Lake George, NY, and Virginia Beach, VA
- Built a positive social experience and ensured campers created lasting memories during the eight-week program

LEADERSHIP EXPERIENCE

President & Executive Board Member – Hillel Jewish University Center (JUC) of Pittsburgh, Pittsburgh, PA

JANUARY 2025 - PRESENT

- Organize religious and cultural events to support over 2,000 Jewish students in the community
- Oversee all student leadership positions, including the student board and umbrella organizations
- Converse with university administration and city officials to ensure continued support and fight antisemitism
- Meet with the Student Government Board to ensure a safe campus climate and manage budgeting
- Communication point between the university administration, Hillel staff, and students

Merchandise Chair – Pitt Dance Marathon (PDM), Pittsburgh, PA

APRIL 2025 - PRESENT

- Raise money to support the Children's Hospital of Pittsburgh, a Children's Miracle Network Hospital
- Collaborate with all panels across the organization to plan and execute a public image
- Plan and create all merchandise for PDM to be displayed and promoted on and off campus
- Communicate with 3rd party vendors and the finance panel to produce and sell clothing and accessories

SKILLS

- Creative applications: Procreate, Canva, CapCut, Adobe Creative Suite, and Cricut Design Space
- Detail-oriented, creative communication, public speaking, organized, and team leadership