

# 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
- Hillel JUC of Pittsburgh
- Kappa Delta Sorority
- Pitt Dance Marathon
- 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

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

AUGUST 2024 - MAY 2025

- Create innovative social media content that shares the impactful, positive stories of Israel and its people
- Work with the ambassador team virtually to distribute ISRAEL21c content via social media across various online communities
- Attend team calls and monthly 1:1 check-ins with direct team leaders
- Participate in monthly training and skill-building sessions with the ISRAEL21c professional team and guest speakers
- Demonstrate growth in a closing program to present the team's full results of work

**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

**Nexus Advertising Masterclass Participant – VMLY&R, New York, NY**

JUNE 2023 - AUGUST 2023

- Selected from over 350 applicants to participate in VMLY&R's virtual workshop sessions
- Engaged in various agency-led courses involving brand strategy, creative, consumer experience, client engagement, and more
- Gained insight from company leads on the inner workings of the media and advertising industry

## 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

- Social media community management: Facebook, Instagram, and TikTok
- Creative design: Procreate, Canva, CapCut, Adobe Software, and Cricut Design Space
- Detail-oriented, creative communication, organized, and team leadership