



OLIVIA DAVIS

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Summary

Dynamic marketing professional with success in enhancing social media engagement and driving promotional campaigns at Main Street Bartow, Inc. Expert in SEO and data analysis, adept at managing sponsor relationships, and local business collaborations. Achieved a 50% increase in followers, and significantly increased event attendance through strategic content planning.

Skills

- Search Engine Optimization (SEO)
- Content Creation
- Copywriting
- Event Coordination
- Performance Tracking
- Advertising Campaigns
- Email Marketing
- Social Media Strategy

Experience

Marketing Coordinator- Full Time	06/2024 - Current
Main Street Bartow Inc. Bartow, FL	
<ul style="list-style-type: none">• Conducted in-depth analysis to identify and understand target demographics for strategic content planning.• Efficient in Meta Business advertising, leveraging data-driven strategies to optimize ad performance, and maximize ROI.• Managed and oversaw a promotions committee to develop and execute campaigns that aligned with the organization's goals and objectives.• Built and maintained strong relationships with multiple sponsors and a network of over 100 members, fostering collaboration and mutual support.• Wrote strong advertising copy for use in email blasts, social media posts and online ads.• Evaluated methods and procedures for collecting data to measure effectiveness of surveys, opinion polls and questionnaires.	
Digital Marketing Intern- Part Time	05/2023 - 06/2024
Main Street Bartow Inc. Bartow, FL	
<ul style="list-style-type: none">• Designed compelling, visually engaging social media content to enhance audience interaction.• Optimized digital content for search engines to maximize visibility and reach.• Managed and monitored all social media platforms to ensure consistent brand messaging and engagement.• Developed and refined promotional materials for all events to ensure maximum engagement and impact.• Oversaw timelines, budgets, and deliverables, while effectively engaging the target audience.• Cultivated strong relationships with local businesses and downtown Bartow residents to foster community involvement.	

Education

Bachelor of Science: Public Relations and Advertising	12/2024
University of South Florida Tampa, FL	
Associate of Arts: Business Communications	05/2022

- Athletic Scholarship Recipient (2020-2022)

Websites,
Portfolios, Profiles

- www.linkedin.com/in/odavisdm
- <https://oliviad8.wixsite.com/olivia-school>

Certifications

- Hootsuite
- Adobe Platforms
- Microsoft
- Google Analytics