



Olivia Wilmsen

CONTACT

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SKILLS

- Creative and technical writing/storytelling
- Project management
- Social media management
- Conversational Spanish-speaker/writer
- Public speaking
- Marketing and sales
- Proficient in Microsoft Office software
- Videography: script writing, shooting (Sony XDCAM), editing (Adobe Premiere Pro, Avid, Velocity, iMovie)
- Acting and voiceover
- Proofreading (AP Style)
- Website content management (WordPress, JIRA)
- Recruiting and new hire training
- Employee engagement

EDUCATION

University of Missouri
Graduated: Spring 2011

Bachelor of Journalism
Emphasis: Radio/TV

Minor: Spanish

Honors: Cum Laude

SUMMARY

As a visual storyteller and leader, I believe my ability to connect with people on a meaningful level is the key to my success. My goal is to share my passion for storytelling and leadership with a company that has a strong, valuable mission and strives to create compelling content each and every day.

WHERE I'VE BEEN

Learning, Education & Development Manager: The Marketing Arm (TMA)

(Dallas, TX) January 2019 –Present

TMA has curated an in-house education program called LEAD (Learning, Education & Development). I'm the 'lead' of LEAD. I cultivate and offer classes and training throughout the year to help individuals and teams improve daily. From communication, leadership and team management training to finance, legal, technical and creative software education, plus teaching us the TMA Way, I craft and gather more than 20 individual live and online programs catered for different levels. I also provide my colleagues access to several online tools and resources that to access no matter where they work/live. As the dedicated education manager at TMA, my sole purpose is helping our people learn and improve. LOVE my job! Not many can say that, and I'm proud to be one of few.

Copywriter/Project Manager: PartnerComm, Inc.

(Dallas, TX) July 2014–April 2018 (4 years)

I wore many hats in my role: project manager, writer, video production coordinator, social media co-manager, recruiter and trainer. Working with writers, graphic designers, web programmers and the video team, I created and managed video, digital and print employee communication campaigns for major corporations. (i.e., Michaels, United Technologies, DHL, Alliance Data.)

- Strategize, write and manage communication campaigns, including videos and social media — simplify complicated topics (healthcare, wellness, company culture, etc.)
- Pitch marketing strategies to prospective and current clients
- Create pricing menus and scope of client work, manage timelines and budget projects
- Co-manage company's social media accounts and internal newsletter (create videos, GIFs, photos, etc.)
- Co-produce and star in video productions
- Recruit candidates for various roles; coordinate and co-lead new hire orientation
- Plan and execute employee engagement events and activities

Event Manager: BidPal

(Dallas, TX) 2017 (part-time; 1 year)

Managed the mobile bidding process for fundraising events during the event day.

- Coordinate event with client, assistant event manager, tech lead and BidPal assistants
- Train volunteers to register guests on iPads via BidPal software
- Enter data into BidPal software system in real time during the event

Reporter/Weekend Anchor: KRDO Newschannel 13

(Colorado Springs, CO) 2013–2014 (1 year)

Covered fires, crime stories, as well as human interest stories including a 12-year-old boy

EXTRACURRICULARS

Member (Buzz Team): [Dallas Junior Chamber of Commerce \(DJCC\)](#)

2016–Present

Promote the DJCC via social media, media outlets and more. I also help plan and run professional development workshops.

Member: [#iSpeakSpanish Meetup](#)

2015–Present

Practice speaking Spanish among other native speakers in a social setting. I've even learned to dance the Bachata!

Sand Volleyball Co-Captain: Dallas Sport and Social Club

April 2016–Present

Vocalist: [Lonesome Wonderers](#)

February 2017–Present

Big Sister: Big Brothers Big Sisters of North Texas

2014–2016

Volunteer: Golden Retriever Rescue Alliance

2014–2016

ACCOMPLISHMENTS

International Association of Business Communicators Gold Quill Award: PartnerComm

May 2015

Iowa Broadcast News Association Award: KMEG 14/KPTH 44

May 2012

Member of the Month: DJCC

June 2017

Guest Speaker – Mother's Day Arrange for a Cause event, Résumé Development and Personal vs. Professional Brand workshops: DJCC

Spring 2018 and Spring 2017

Exceeded fundraising goal – Christmas in July: DJCC July 2016