

OLIVIA LYNN

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Creative strategist passionate about understanding why people do the things they do and helping brands connect with them. Over 8 years of experience working with agencies and clients from industries including sports, technology, outdoor, lifestyle and health.

Experience

Freelance / Creative Strategist April 2019 - Present | San Francisco, CA

- Helping clients rethink their creative strategy and engage target audiences across channels— whether through brand strategy, website redesign, full funnel marketing, experiential activations, or social media.

Teak / Director of Growth and Retention January 2016 - March 2019 | San Francisco, CA

- Started at Teak, a boutique branding and content studio, as a Creative Strategist and New Business Manager and was promoted to Director of Growth and Retention after 14 months with the company.
- In three years at the agency, generated over 35 new business relationships, accruing in over \$3M in new revenue.
- Acted as the initial touchpoint for new customers, targeted potential new business leads, and led social strategy for the agency.

Primary clients: JanSport, Duraflame, San Jose Earthquakes, Lagunitas Brewing, Smartwool, Golden State Warriors

FleishmanHillard / Social Strategist January 2015 - January 2019 | San Francisco, CA

- As a member of the Social and Digital Integration team, worked with multiple clients on how best to leverage their brand presence across platforms- including paid, owned and earned media.
- Responsibilities included ideating creative integrated digital campaigns for clients to maximize engagement and outreach, pushing core messaging to their respective audiences through social media, and monitoring and tracking engagement to offer insights for clients' social and paid strategy.

Clients served: Google, Visa, AT&T, Kaiser Permanente, Ross Dress for Less, Omidyar Network, INSEAD

San Jose Earthquakes / Digital Marketing Strategist May 2013 - January 2015 | San Jose, CA

- Led digital and creative strategy for the Bay Area's Major League Soccer team.
- Achieved 130% increase in social media followers and a 43% increase in website traffic during tenure.
- Responsibilities included being editor-in-chief of SJEarthquakes.com, managing and monitoring all official social media properties, planning and implementing digital strategy around events, campaigns and sponsorship, negotiating and executing ad buys to ensure traffic and engagement across digital properties.

Sporting Kansas City / Social Media Manager April 2012 - May 2013 | Kansas City, MO

- Managed and monitored all official social media properties for Kansas City's Major League Soccer team, including setting the overall social strategy for the club.
- Achieved a 40% follower increase as well as a 75% engagement increase for the club.
- Ensured consistent messaging around all club events, campaigns and sponsorship deals, ideated creative strategy for sponsorship partners and the club's social media presence.

THECOOLTV / Promotions Director July 2011 - April 2012 | Lawrence, KS

- Oversaw sponsorship strategy for this network that takes a unique approach to music television by providing a hyper-localized content schedule for each of its 60 markets.

Education

University of Virginia / BA, Sociology, Minor: Economics August 2007 - May 2011 | Charlottesville, VA