

## CONTACT ME

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## AREAS OF EXPERTISE

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### Experience Highlight

Recruited to work with Plufl and aided in creating content and marketing plans that helped them get a deal on SharkTank USA, as well as be seen on Jimmy Fallon, Forbes, and the Drew Barrymore Show.

### Experience Highlight

Created photo and video content for over 40 businesses in the Downtown Core in a 60 day period with Downtown Van. Reached over 1.5 million people with this video content strategy, directly increased businesses' foot traffic, and jumped followers from 25k to 30.2k (date range July 4th-Aug 28th)

### Experience Highlight

Recruited to create short-form video content (strategy, conception, filming, and editing) for well known Vancouver media company, the Plug, landing over 1M collective views in a 30 day span.

## AWARDS

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### UBC Centennial Scholar

This award is given to students who show excellence in leadership, academic abilities, and community engagement.

### Marilyn Pinder Award

Awarded to students for excellence in second language acquisition (98% average).

# Olivia Stedman

Digital marketer, brand strategist, creative leader

A mission-oriented digital marketer, and content strategist & creator with over 5 years of experience and a proven track record in developing and executing integrated and creative digital marketing plans from the beginning to end.

Talent in project management, social media management and planning, copywriting, graphic design, creative strategy, short-form video shooting & editing, and event photography. Meticulous and can manage multiple projects and deadlines without sacrificing creativity and work quality.

Has worked on creating content and marketing plans that landed brands on **SharkTank USA, Forbes, and Jimmy Fallon**, has been headhunted by the CEO of a multinational fitness brand to direct their social media management for their arrival in a new country. Worked with the prestigious Downtown Vancouver Business Improvement Association to strategize and create high-level content for over 35 businesses in a 60 day period.

## RELEVANT WORK EXPERIENCE

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### Digital Marketing Strategist & Social Media Content Creator | Freelance

*Via Media • Vancouver • August 2021 - present*

Creates digital marketing strategy, content, and marketing materials for a variety of companies across Canada. Tasks include but are not limited to social strategy planning and calendar creation, photography, short-form video filming and editing, copywriting, social media design and competitor research.

- Created digital marketing strategies, content, and marketing materials for a variety of companies across Canada, including **Oxygen Yoga & Fitness, Opposite Wall, House Concepts, The Plug Media, Downtown Vancouver, Game Changer Foods, and more.**
- Specialized in **social media strategy**: managed social strategy planning, calendar creation, social media design, competitor research, and produced high-impact content, including **photography, short-form video filming and editing, and copywriting.**
- **Consistently grew client social channels by 200%+ monthly** through a combination of **social strategy** and engaging organic and paid content.
- **Led and executed high-visibility campaigns**, such as **billboard design on Vancouver's Lion's Gate Bridge**, radio ads on Vancouver's top radio station, and transit ads in essential transit stations across Vancouver, all aligned with social campaigns.
- **Reached over 10 million unique people** through a wide range of ad strategies and organic content in **2023** across all client channels.
- **Tracked performance metrics** with tools like **Google Analytics, Hootsuite, and Sprout Social**, optimizing content and strategies to achieve a **25% improvement in engagement rates** month to month.
- **Created a viral Instagram campaign** that garnered **600k+ views** and boosted follower count by **200% in under 2 weeks.**
- Built and nurtured online communities, increasing engagement through interactive content such as **challenges, live Q&As, and influencer partnerships**, driving **40% more engagement** for beauty & CPG brands.
- **Revitalized social media presences** for multiple brands, resulting in a **300% increase in brand loyalty and engagement in 6 months** through rebranding strategies, including garnering visibility which landed the brands in Whole Foods Market & The Detox Market with retail space secured in Manhattan and Hollywood.

## SKILLS & PROGRAMS

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**Skills & Programs:** Qualtrics Survey Design, SPSS (research trends system), Mailchimp, Microsoft Office Suite, G Suite, Illustrator, Lightroom, InDesign, Photoshop, Slack, iMovie, After Effects, Woocommerce, all social media platforms, Google Analytics/Adsense, Hootsuite, Shopify, WordPress, Wix, Sharpspring, SEO, Canva, Klaviyo, Contentcal

- Content style is **bold, artistic**, and always focused on **storytelling** to create deeper connections with the audience.
- Extensive client roster includes brands such as **Jellifish Kids, Alpine North, Opposite Wall, Downtown Van, Plufl, Effin' Good Snacks, and more.**

### Marketing Assistant & Social Media Manager

*Downtown Vancouver Business Improvement Association (Downtown Van) • Vancouver • July 2023 - September 2023 (Canada Summer Jobs Contract)*

- Aided in **strategizing, conceptualizing, and activating high-level social media campaigns** across 10 **Downtown Van** channels, reaching a collective following of over **310k**.
- Launched the official **Granville Block Party** social media channels, growing the Instagram page to over **1,500 followers in just 7 days**, while reaching **90k+ people** through a singular targeted social strategy.
- In 60 days, **grew the Downtown Van Instagram page from 25k to 30k followers**, reaching over **1.5 million people**, and played a key role in helping the association achieve **federal recognition**.
- Successfully managed and wrote **SEO-friendly copy** for websites, social media channels, and PR/media requests.
- Handled high-level business relationships with brands like **Hyatt Regency, Trades Commission of Amsterdam**, and **Vancouver City Councilors**, creating and posting tailored content for social media and websites.
- Garnered over **250k video views, 15k weekly profile views, and 700 weekly website clicks** across all platforms.
- Managed weekly marketing budgets, making **calculated ad spend decisions**, and conceptualized future digital marketing efforts aligned with approved budgets.
  - Successfully managed **influencer relationships** and **event building**, optimizing engagement and brand visibility.

### Social Media Manager & Marketing Assistant

*Elumind Centres for Brain Excellence • Vancouver • August 2021 - September 2022*

- **Leads brand conceptualization, strategy, and voice** across all platforms, managing social media planning, calendar creation, photography, copywriting, and applying **academic psychological research** to ensure accurate, research-backed content in psychology, nutrition, and physical health.
- **Grew brand social media following from 300 to 1000 in one month** through organic engagement and creative content, consistently **boosting engagement by 65%+ weekly**.
- Designed the brand's **first billboard campaign** near **Lion's Gate Bridge** and its first **two-page magazine spread** for the **North Shore News Health Guide**.
- Strategized and led all online marketing efforts, integrating **psychological research** to optimize messaging.
  - **Reached 100k+ people in a week** through a digital ad campaign and **grew TikTok following by 2000+** with viral content in one week.

## EDUCATION & CREDENTIALS

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### Bachelor of Arts in Psychology

University of British Columbia, Vancouver

**Certifications:** Google Adsense, Google Analytics, Google Digital Marketing, Facebook Ads, Instagram Marketing Fundamentals, Google Digital Garage, Hubspot Academy, Facebook Blueprint, Canva Academy, Adobe Academy, Influencer Marketing Hub, Twitter Flightschool, TCPS-2 Certification