

GRAPHIC DESIGNER

WRITER

OLIVIA GINSBERG

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EXPERIENCE

Graphic Designer, The Oliver Agency

JUN 2022 - PRESENT

- Designs global campaigns that improved client visibility and engagement, particularly for high-stakes clients like *Lululemon* and *Pernod Ricard*.
- Produces assets for social/web, email, in-store, event and e-commerce that generated measurable ROI for clients.
- Spearheads creative collaborations with talent, ensuring creative resonated with diverse audiences and expanded brand reach.

Graphic Designer, Lights Lacquer

JUN 2021 - JUN 2022

- Designed a wide range of assets including apparel, cosmetics packaging, and promotional collateral, ensuring consistent brand identity and premium aesthetics across all product lines.
- Led the design of digital content that resulted in 750+ leads per day, directly contributing to lead generation and sales growth.
- Collaborated closely with production teams on technical elements, ensuring seamless integration of creative concepts during manufacturing processes.

Graphic Designer, Mochee Social Media

JUL 2019 - JUN 2021

- Led creative direction and design for new client social accounts, ensuring brand consistency and compelling visual storytelling across platforms.
- Produced high-quality content that garnered 450K+ impressions on Instagram, significantly increasing brand awareness and audience reach.
- Monitored analytics to track performance and optimize future content based on engagement metrics and trends.

Freelance Editorial Writer

JAN 2023 - PRESENT

- Develops SEO-optimized and commerce-driven articles feature stories for publications focused on fashion, beauty, and wellness.
- Creates accompanying video/photo content to enhance article engagement.
- Maintains relationships with a network of brands and PR to source content.

EDUCATION

Bachelor of Communications, University of Miami

Minor in Journalism