

OLIVIA GINSBERG

Graphic Design & Social Media



CONTACT

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SKILLS

Photoshop, Illustrator, InDesign, Art Direction,
Copywriting, Email, Wix, Squarespace, Shopify,
Canva, Strategy, Leadership, Organization

EDUCATION

University of Miami
Summa Cum Laude
Major: Creative Advertising
Minors: Graphic Design, Journalism

AWARDS

Gold ADDY Winner - *Forbidden Fruit Co.*
Gold ADDY Winner - *Distraction Magazine*
Silver ADDY Winner - *Active Disabled Americans*

EXPERIENCE

Present
2022

Oliver Agency - Pernod Ricard, Goldman Sachs

Graphic Designer

- Ideates digital creative strategies for global campaigns
- Designs merchandise and point of sale assets
- Worked on campaign collabs with musicians (ex. MUSE)
- Content increases engagement by 10X average

2022
2021

Lights Label | Lights Lacquer

Graphic Designer

- Designed apparel, cosmetics, packaging and collateral
- Created digital assets that generate 750+ leads per day
- Used trend forecasting and research to plan collections
- Worked with manufacturers on technical elements

2021
2019

Mochee Social Media

Graphic Designer

- Spearheaded creative direction for new client socials
- Created content that garnered 450K+ impressions on IG
- Planned content for accounts with 82K+ followers

2020
Summer

Nike Communications

Digital Lab Assistant

- Created graphic assets for clients (i.e. Bacardi)
- Spearheaded copywriting for client accounts
- Built influencer marketing strategies for clients

2019
2018

Tenet Shop

Graphic Designer

- Created postcards, email blasts and social media content
- Edited 600+ e-commerce images a week
- Worked with developers to update website design

2018
Summer

Saunders Real Estate

Marketing Intern

- Launched 'Happening in the Hamptons' e-mail campaign
- Created content for corporate account
- Took the lead on elements of promotional events