

GRAPHIC DESIGNER

WRITER

OLIVIA GINSBERG

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EXPERIENCE

Graphic Designer, Adjust Your Set

2022 - PRESENT

- Designs global campaigns that improved client visibility and engagement, particularly for high-stakes clients like *Pernod Ricard* and *Goldman Sachs*.
- Produces assets that increased content engagement by 10X, surpassing average industry average and generating measurable ROI for clients.
- Spearheads creative collaborations with musicians and artists, ensuring creative resonated with diverse audiences and expanded brand reach.

Graphic Designer, Lights Lacquer

2021 - 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

2019 - 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

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