

OLIVIA BURNETT

Creative Marketing & Design Specialist

Marketing professional with 5+ years in brand identity, content strategy, and campaigns. Skilled in setting brand standards, managing websites, and crafting communications. Collaborates with leadership to align messaging with business goals, boosting engagement through storytelling, design, and data insights.



EDUCATION

B.S. in Visual Communication Technology

Bowling Green State University

2018 - 2022

I focus on interactive media, user experience, web design, and digital storytelling, creating engaging visual content.

SKILLS

- Brand Communications & Messaging
- Content Creation & Copywriting
- Website Design & UX (WordPress, Elementor)
- Brand Guidelines & Voice Development
- Graphic Design (Adobe Creative Suite, Canva)
- Social Media Strategy & Analytics
- Email Marketing & Campaign Management
- Market Research & Competitive Insights
- Photography & Videography (Editing & Production)

WORK EXPERIENCE

CGS Imaging - Marketing Director & Designer

Toledo, OH | 2023 - Present

- Developed CGS Imaging and Toledo Flags websites with brand standards.
- Created branded graphics for social media, emails, and events.
- Produced newsletters and presentations for internal and external communication.
- Collaborated with leadership on brand positioning and messaging.
- Managed social media, email campaigns, and content calendars with analytics.

Ziggy Zoombas - Marketing Director & Designer

Bowling Green, OH | 2021 - Present

- Built brand identity through social content, event campaigns, and merchandise.
- Increased engagement and visibility with targeted promotions and campaigns.
- Designed digital menus, apparel, and branded assets to support marketing efforts.
- Produced photo and video content to highlight brand culture and storytelling.