

Olivia Spencer

ospencer@quiconline.com

EDUCATION

Queen's University

Bachelor of Commerce

Kingston, Ontario

2017 – Present

- **Degree Focus:** Marketing and Brand Management, Certificate in Social Impact
- **Relevant Courses:** Channels & Internet Marketing (A+), Marketing Strategy (A)
- **Exchange:** Completed winter 2020 semester abroad at Aarhus University, Business and Social Sciences in Aarhus, Denmark
- **Teaching Assistant:** Channels & Internet Marketing (COMM 339) Summer 2020 and Fall 2020

Crofton House School

Dogwood Diploma

Vancouver, British Columbia

2017

PROFESSIONAL EXPERIENCE

TELUS

Media Relations Intern

Vancouver, British Columbia

Summer 2020

- Conducted research and analysis using Traackr to find appropriate influencers to meet specific target audience goals for three campaigns run by TELUS, Koodo and Public Mobile
- Achieved campaign metrics of 180K story views, 8.16K engagements, 1.71% engagement rate and 2750 unique clicks with a 2.12% CTR on the Optik TV Tailgate Campaign while working with 7 activated influencer partners
- Prepared one-page briefs to assist charity grant recipients with their own media releases and took part in the development of a Q3 and Q4 public relations strategy for the TELUS Friendly Future Foundation

TELUS

Marketing Intern

Vancouver, British Columbia

Summer 2019

- Worked directly with the experiential agency to coordinate all #ShareLove campaign logistics; developed the in-store retail offer and messaging for the cause marketing component in TELUS and Koodo stores with support of the Channels team
- Responsible for planning and executing a kick-off event for the 2019 #ShareLove campaign with 300 partners, executives and customers in attendance; took care of all planning and booking components and managed a \$20,000 budget

TELUS

Marketing Intern

Vancouver, British Columbia

Summer 2018

- Critical component to the success of one Canada's largest corporate Pride programs; managed all logistical aspects to enable activations at 22 Pride events across Canada, including agency & Pride society relations, shipping, and volunteers
- Designed the program with agency support and tracked progress to keep key stakeholders including executives involved and informed; recommended and implemented program changes and adjustments in order to achieve scorecard objectives

EXTRACURRICULAR ACTIVITIES

Queen's University Investment Counsel (QUIC)

Marketing Director

Kingston, Ontario

2020 – Present

- Work with a team of 35 students to manage a \$1.8M portfolio of Canadian and U.S. equities on behalf of the Queen's University Endowment Fund and Mackenzie Investments
- Responsible for the creation of all marketing materials and management of QUIC's social media platforms

Queen's Women in Leadership

Brand Director

Kingston, Ontario

2020 – Present

- Leads a team of 3 students to manage all marketing content and develop a detailed marketing strategy for the year that aligns with the brand and the co-chairs' vision - campaign of note was the Equity Summit which generated 2.3K video views

LOLO Media House

Owner and Designer

Vancouver, British Columbia

2020 – Present

- Squarespace custom websites, brand design and SEO strategies, Squarespace Circle Member

Queen's Commerce Leadership Summit

Publications Director

Kingston, Ontario

2019 – 2020

- Led the publications team to create all social media graphics and publications for the conference while managing a social media strategy to drive delegate registration

ADDITIONAL INFORMATION

- **Athletics:** Field hockey goalkeeper 2006 - 2017 (British Columbia Provincial Champion 2017, USA National Festival Champion 2015)
- **Skills:** Adobe Creative Suite (Illustrator, InDesign, Adobe XD, Photoshop), Shopify and Oberlo e-commerce, Wix & Squarespace website design, SEO strategies, Microsoft Office, Google Suite and Google Analytics, Traackr data-driven influencer platform
- **Certifications:** 4 Google Analytics Certifications, 3 HubSpot Marketing Certifications, 37 Facebook & Instagram Digital Marketing Certifications
- **Extracurriculars:** Queen's Commerce Kids elementary school volunteer (2018 - 2019), Crofton House Athletic Leadership Team (2016 - 2017), field hockey junior coach (2013 - 2016), violin musician (2005 - 2016)