



SIERRA OLSON

Digital Marketing Coordinator

ABOUT

Hi there! I am a highly creative and motivated Digital Marketing Coordinator with 4 years of experience in marketing with a proven expertise in graphic design.

CONTACT

Address

218 Thunder Rd
Front Royal, VA 22630

Phone

571-334-3805

Email

osierra6@vt.edu

Portfolio

sierranicoleolson.com
Password: welcomein

CERTIFICATIONS

Udemy Adobe Graphic Design Masterclass Intermediate (in progress)

Udemy The Complete Graphic Design Theory

Udemy Adobe Graphic CC Masterclass

Alison Graphic Design - Visual and Graphic Design

DIGITAL MARKETING COORDINATOR

ONEDAYONE Marketing, *Marketing Agency*

Remote

October 2021 - Present

- Successfully developed and executed marketing initiatives to **drive leads based on sales goals** for 10 unique clients
- Designed eye-catching customer-facing digital marketing collateral (brochures, fliers, graphics, and sell sheets) **following client brand guidelines**
- Developed and executed social campaigns on LinkedIn and Instagram to **increase brand awareness and drive leads** to clients' websites
 - Helped to **double total number of visitors** to client's website under four months
- Created, updated, and modified client websites using Wordpress (Elementor) and conducted on-page SEO, overall **increasing all clients' organic website traffic**
- Developed thought-provoking blog content using SEO best practices to transform clients into industry thought leaders, ultimately **increasing clients' organic website traffic**
- Developed email marketing campaigns and automations using Hubspot and Sharpspring to **increase engagement with leads**
 - Client's click-through rate increased from 3.23% to 4.38% in one month

MARKETING COORDINATOR

Klas Government, *Telecommunications Solutions Company*

Remote/Herndon, VA

May 2020 - October 2021

- Assisted in executing an **effective company rebranding**
 - Redesigned and created internal and external marketing collateral such as brochures, fliers, graphics, presentation decks, and signage to **support sales team**
- **Increased brand awareness** and **strengthened brand voice** through social media, webinars, blog posts, email campaigns, and videos
 - Efforts led to an increase of 650% views, and a bounce rate improvement from 75% to 20% within a year
- Managed all social media accounts (LinkedIn, Facebook, YouTube, Instagram) to **increase brand awareness** in industry space
 - Increased LinkedIn organic impressions from 670 to 1.5K under one year
 - Increased YouTube views from 0 to 5.9K within a year
- Successfully developed and managed marketing calendar to **support sales initiatives**

STUDENT COORDINATOR

Virginia Tech, *Career & Professional Development Department*

Blacksburg, VA

August 2019 - May 2020

- **Successfully planned, managed, and executed entire Career Outfitters event** for Virginia Tech students
 - Career Outfitters is a program that provides new and/or gently used business attire to students for career events for free
- **Effectively promoted event to students** by developing and managing social media accounts and events calendar
- Designed all promotional materials including email and social media graphics, signage, and brochures
 - Led to **strong event awareness** around campus and online, and a pleasant retail shopping experience on event day
- Acquired an impressive number of staff, sponsors, and donations in a timely and efficient manner, **positively impacting success of event**
 - Managed 20-30 staff members on event day
- **Efforts led to record-breaking 750+ event attendees**, more than triple the attendees from previous years



**MARKETING
& DESIGN**

HARD SKILLS

Graphic Design

- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Adobe XD

Social Media

- LinkedIn
- Facebook
- Instagram
- YouTube

Marketing Platforms

- Hubspot
- Sharpspring
- Hootsuite

Website Design

- Wordpress
- Elementor

SEO

- SE Ranking
- Google Analytics

SOFT SKILLS

- Creativity
- Organization
- Self Starter
- Time management
- Adaptable

MARKETING & SALES INTERN

Centricity (formerly E Group), *Brand Experience Agency*

Remote/Reston, VA

June 2019 - January 2020

- Assisted in developing digital marketing strategies to **build consumer preference and drive sales**
- Designed marketing collateral such as flyers, brochures, graphics, presentations, and product mockups for email nurture campaigns
 - **Designs led to \$94,000 in sales** during summer marketing campaign alone

OWNER & CREATOR

Olson Makeup Artistry, *Freelance Makeup Artistry Business*

Blacksburg, VA

November 2017 - June 2019

- **Launched and managed a local makeup artistry company** for Virginia Tech college students and locals
- **Developed strong brand awareness** in the Blacksburg area by designing the following:
 - All brand elements including logos, colors, fonts, and visuals
 - Entire company website for booking appointments
 - All marketing collateral for social campaigns and advertisements
- Launched Instagram and Facebook accounts and ran social media campaigns by creating and designing daily content
 - **Efforts led 90% of all sales**, fully booked on a weekly basis
 - **Gained local recognition** and 'influencer status' by students
 - **Tripled the amount of collaborations/partnerships** with local businesses within a year
 - Opened the doors to **becoming the official makeup artist** for a local magazine, a variety of fashion shows, and local fashion photoshoots
- Networked at local wedding trade shows and events that **led to increased brand awareness and sales**

SOCIAL MEDIA MARKETING INTERN

3:27 Cosmetics, *Cosmetics Company*

Remote

January 2018 - June 2018

- **Created effective content** for all social media accounts (Instagram, Facebook, Twitter) and a variety of marketing campaigns
 - Specialized in executing photographic elements, including editing and retouching photos to **reflect company branding**
- Designed engaging, eye-catching signage for events and digital icons for social media and company website
- **Efforts led to an increased brand awareness** on social media and at events

VIRGINIA TECH STUDENT

B.S. in Fashion Merchandising & Design

Minor in Entrepreneurship New Venture Growth

Marketing & Design Focus

Blacksburg, VA

2016-2020

- Graduated with a **3.78 GPA**
- Further **improved skills in Adobe Creative Suite** (Photoshop, Illustrator, InDesign) and Microsoft Office Suite (Word, PowerPoint, Excel)
- **Focus in marketing and graphic design** through classes such as Marketing Management, Advertising, Design for Consumers Studio, Business Writing, Events Management, Consumer Rights, Management Theory & Leadership Practices, and Consumer Behavior
- **Acquired knowledge in European International Business** through studying abroad in Nice, France