

OLIVIA JOHNSON

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CREATIVE PUBLIC RELATIONS PROFESSIONAL | SOCIAL MEDIA STRATEGIST

CAREER SNAPSHOT – Intelligent and innovative public relations professional specializing in creative public relations strategy, social media content creation, design and written communication to develop thriving in-person and online communities. 1+ year of professional experience in higher education focused on career development. Positive attitude and a quick learner, eager to bring creativity to communication projects.

SIGNATURE ACHIEVEMENTS:

- ✓ Created, planned, and executed LSUA's first-ever full-scale Job Shadow Day, an all-day event where 65 students shadowed at businesses around the CENLA area and gained invaluable experience in their career field.
- ✓ Researched, developed and executed a one-month social media campaign for the LSU Dance department, engaging 105k accounts on Instagram. Used campaign and research findings to inform undergraduate thesis, "Why I Dance: The Effects of Social Media on the Social Identity of Dancers"
- ✓ Earned Honorable Mention in the Public Relations Student Society of America Bateman Competition for PR campaign development for nonprofit EveryLibrary, including web design, event planning and execution, strategy development and social media content creation.

STRENGTHS AND COMPETENCIES

Seamless integration of technology, including Microsoft 365, Google Suite and design/editing software, including Canva, Adobe Creative Cloud, Audacity and CapCut. Strong writing skills in AP Style and inverted pyramid for press releases, media advisories, fact sheets, article writing, caption writing and more. Other skills include public speaking, event coordination, teamwork, creativity, content creation, photography, videography, graphic design, organization and team-based leadership.

EXPERIENCE

LOUISIANA STATE UNIVERSITY ALEXANDRIA CENTER FOR ENGAGED TEACHING AND LEARNING –ALEXANDRIA, LA | AUGUST 2025 - PRESENT

COMMAND YOUR CAREER COORDINATOR

- Oversee the implementation of the Command Your Career Quality Enhancement Program across LSUA's campus, including planning workshops, programs, and events, and implementing engaging communication deliverables.
- Promote campus-wide engagement and communication about Command Your Career's goals, progress, and impact
- Partner with the Command Your Career Faculty Director, faculty, staff, students, and external stakeholders to design co-curricular pathways supporting curricular readiness
- Coordinate and implement assessment strategies to measure impact and alignment with SACSCOC standards
- Plan for long-term sustainability and refinement of LSUA's career-readiness efforts

LSU RESIDENTIAL LIFE – BATON ROUGE, LA | AUGUST 2024 - MAY 2025

COMMUNICATIONS MARKETING INTERN

- Increased account engagement for the @Isusouthwest community Instagram account by 708% in my first month in the role, with one viral reel with over 90k views.
- Maintained an active and vibrant social media presence for LSU South and West Halls (@Isusouthwest) with posts at least once a week.
- Integrated graphic design, photography and videography to create engaging content (short-form video, photo, graphics, etc.) that captured the community's essence and followed LSU Residential Life branding guidelines and messaging.
- Aided in wider Residential Life marketing campaigns by making timely posts about campus resources, activities and highlights of residents.

LSU RESIDENTIAL LIFE – BATON ROUGE, LA | AUGUST 2023 - MAY 2025

RESIDENT ASSISTANT - SOUTH AND MILLER HALL

- Earned Most Valued Player Award and Unsung Hero for outstanding service to LSU Residential Life, community residents and staff operations.
- Developed positive and appropriate interpersonal relationships with each resident and facilitated connections among residents, utilizing empathy and interpersonal communication skills to drive community and relationship development.
- Organized passive and active programming for residents on a floor and community-wide level (events, bulletin boards, online communication, graphics, etc.) that coincided with LSU Residential Life values and engaged residents using the GEAUX model – gaining life skills, engagement of community, academic success, unity and exploration of self and others.

EDUCATION

Bachelor of Arts – Mass Communication, Minor in Dance | Louisiana State University, Baton Rouge, LA
Ogden Honors College | Distinguished Communicator, University Medalist and College Honors Recipient

Associate - General Studies | Northwestern State University, Natchitoches, LA