

Olivia Haskett

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Social Media Coordinator

Technical Skills

- Digital Design and Multimedia Production
- Social Media Content Creation involving Video, Photography, and Caption Writing & Storytelling
- Audience Research and Personas

Software Proficiency

- Social Media: Instagram, Facebook, TikTok, LinkedIn
- Design and Multimedia: Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Canva, Figma,
- Content Management: Google Workspace, WordPress
- Performance Analytics: Google Analytics (Measurement, Display, Search), Hootsuite Certification

Projects

Fireflies Vertical Slice | Social Media Coordinator (January-May 2026)

A vertical slice of a 3D stealth puzzle-action adventure game set within a single section of a whimsical, dark cavern environment where light is both a tool and a risk.

- Developed social media content and visual assets on Instagram, Facebook, and LinkedIn for a game-focused campaign
- Collaborated with cross-functional team members to align branding, tone, and audience engagement goals
- Planned and presented campaign timelines, content strategies, and key deliverables to project stakeholders

Alo x Kendall Jenner Case Study | Social Media Researcher (August-December 2025)

A digital marketing case study analyzing Alo Yoga's influencer collaboration with Kendall Jenner across multiple social media platforms.

- Researched and analyzed campaign content, strategy, and execution across multiple digital platforms
- Tracked public engagement and performance metrics to assess audience response and reach
- Delivered multiple oral presentations that drew data-driven conclusions on audience engagement and overall campaign effectiveness

Community Development and Audience Insight Project | Human Development – Community Roots (October-December 2024)

- Supported upkeep and maintenance of a tiny home neighborhood as part of a community development initiative focused on strengthening physical capital
- Collaborated on a group presentation translating community observations into accessible insights focused on empathy, ethical representation, and audience understanding

Skills

- Strong written and visual communication - Produces clear, engaging written and visual content tailored to digital and social media platforms
- Creative problem-solving - Develops innovative solutions to content and campaign challenges in dynamic environments
- Collaboration in team-based projects - Works effectively in team-based projects to align ideas, strategy, and execution
- Time management - Manages multiple tasks and deadlines efficiently in fast-paced project settings
- Adaptability in fast-paced digital environments - Responds quickly to changing priorities, feedback, and digital trends

Education

Washington State University Vancouver, August 2026

Bachelor of Arts in Digital Technology & Culture

Bachelor of Arts in Human Development