

OLIVIA CARDA

Public Relations Specialist

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EDUCATION

Bachelor of Public Relations with a Minor in Women's, Gender, and Sexuality Studies
Western Washington University

August 2021 - March 2025
(Finishing Internship Hours Required for my Degree)

EXPERTISE

- Social Media Marketing
- Social Media Management
- Brand Storytelling
- Event Planning and Management
- Strong Written and Verbal Communication Skills
- Strategic Public Relations Planning
- Media Relations Campaign Research and Development

PROFILE

I am a driven entry-level public relations professional with a strong foundation in digital media strategies, content creation, and PR campaigns. I have a solid understanding of social media storytelling, influencer and brand partnerships, and event planning through prior internship experience. I am passionate about deeply understanding a brand's purpose on a personal level.

WORK EXPERIENCE

Crunch & Brunch

SEP 2025 - MAR 2026

Public Relations/Social Media Intern

- Took part in a marketing campaign for the sold-out second annual Enjoy Wellness Brunch, sponsored by Brooks Running.
- Developed various short-form event-day content for the sold-out Seattle Wellness Summit, featuring Lululemon and City Bank as key partners.
- Created promotional content for a Pilates and Vision Board event in collaboration with Aya Pilates and Visible Coffee Roasters.

Gossip & Glamour

JUN 2025 - AUG 2025

Fashion Public Relations Intern

- Conducted a makeup masterclass in partnership with Prada Beauty, generating an additional \$3,000 in sales on the event day.
- Created a monthly content calendar for Hästens Bellevue's Instagram, boosting follower engagement by 67%.
- Planned a Sip n Shop event with Bloomie's U-Village to enhance community awareness and build long-term relationships.
- Collaborated with influencers for Lady M's 2025 Mid-Autumn Campaign, resulting in a sellout of the gift set.
- Managed the first "Labubu Day at Trophy Cupcakes" by engaging local influencers, filming content, and ensuring customer satisfaction, leading to a quick sellout of Labubu cupcakes.

The Rage Magazine at WWU

Director of Public Relations and Social Media

JAN 2024 - JUN 2025

- Developed and managed a year-long content posting schedule on Instagram to maintain a consistent brand presence.
- Increased Instagram follower count by 150%.
- Directed an editorial spread by organizing and facilitating creative photo shoots from concept to execution.
- Created promotional content to increase awareness for magazine launch events, breaking the venue's sales record on two separate occasions.
- Crafted content and campaign concepts that aligned with editorial issues and magazine identity.

PNW Plateful

Public Relations Consultant

MAR 2024 - JUN 2024

- Partnered with a nonprofit organization to design and deliver a public relations campaign through a 10-week capstone project.
- Conducted research over four weeks surrounding wellness and food-related issues and created visual assets addressing public perceptions of the organization.
- Presented campaign recommendations through a professional presentation and booklet aimed at enhancing community engagement.