

OLIVIA CARDA

Public Relations Coordinator



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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 2026

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 social media and PR coordinator with over 18 months of experience in managing social media branding, sponsored content, influencer relations, content calendars, and event activations for more than eight brand partners. My work has successfully driven measurable engagement and sales growth.

WORK EXPERIENCE

Crunch & Brunch

SEP 2025 – MAR 2026

Social Media and Events Intern

Sole Social Media and Events Intern for a Seattle-based fitness community organization

- Took part in a marketing campaign for the sold-out second annual Enjoy Wellness Brunch of 80 people, sponsored by Brooks Running and Key Bank.
- Developed various short-form event-day content for the sold-out Seattle Wellness Summit of over 100 people, featuring Lululemon and City Bank as stakeholders.
- Created promotional content for a Pilates and Vision Board event in collaboration with vendor partners Aya Pilates and Visible Coffee Roasters.

Gossip & Glamour

JUN 2025 – AUG 2025

Fashion Public Relations Intern

Sole Intern at a Fashion and Lifestyle PR agency collaborating with luxury and local brands

- Conducted four makeup masterclasses in partnership with Prada Beauty, with over 100 attendees 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 10-person Sip n Shop event with Bloomie's U-Village to build community awareness and long-term relationships.
- Collaborated with 75 influencers to create sponsored content for Lady M's 2025 Mid-Autumn Campaign, driving a traffic surge that exceeded site capacity within 10-minutes of launch.
- Managed the first "Labubu Day at Trophy Cupcakes" by creating press releases for local food publications, engaging local influencers to film sponsored content, and ensuring customer satisfaction, leading to a 1.5-hour sellout of 200 Labubu cupcakes.

The Rage Magazine at WWU

JAN 2024 – JUN 2025

Director of Public Relations and Social Media

Sole Social Media/PR Lead for a student fashion publication with 50 members

- 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, successfully breaking the venue's sales record on two separate occasions by reaching the venue capacity of 500 people.
- Crafted content and campaign concepts that aligned with editorial issues and magazine identity.

PNW Plateful

MAR 2024 – JUN 2024

Public Relations Consultant

Small group collaboration with classmates to design PR campaign materials for a local business

- 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.