

# Olivia Adkins

OLIVIAMUGUETTEADKINS@GMAIL.COM

Digital portfolio at [oliviamuguettheadkins.com](http://oliviamuguettheadkins.com)

## Education

### The Ohio State University, BA

Public Policy, John Glenn College of Public Affairs  
Strategic Communications, College of Arts & Science

- Graduated in May 2019
- Magna Cum Laude

## Work History

### Ohio Women's Alliance

#### Digital Content Manager

- Assisted in building out operationalized plan and theory of change, founding a brand new 501c3 nonprofit
- Created organizational communications plan to increase base, fundraise, turn out people for events and to activate women around issue areas
- Designed a cohesive and exciting brand from logo to color palette to voice, etc.
- Curated mass monthly and weekly email newsletters to lists of over 7,000 people
- Managed office and administrative tasks for the nonprofit organization
- Wrote exciting and engaging on-brand copy for website, collateral, social and all external communications
- Planned and executed engaging social media content and graphics for Instagram, Facebook and Twitter
- Built out comprehensive members-only website via WordPress platform
- Shot and edited via Premiere, human-centric photo and video content including interviews, presentations and events

### Harness Magazine

#### Digital Advertising Intern

- Connected with mission aligned companies to secure digital and print advertisements and build relationships
- Managed Handpicked by Harness online shop featuring small business products to build community and support business sustainability and development plan
- Created content and wrote essays, articles and poems for Harness Magazine digital and print issues

### LEAD Ohio

#### Administrative Intern

- Provided organizational support for a nonprofit dedicated to training more than 100 future progressive leaders in Ohio to run for political office
- Prospected potential donors and complete grant letters of intent/applications for over \$100,000 worth of funding
- Engaged with past trainees via email and social media to build a network for progressive leaders in the state

### Smart Columbus

#### Public Service Communications Intern

- Supported team of City of Columbus employees dedicated to the Department of Transportation Smart City grant awarded to the city through a hyper competitive process in 2016
- Provided briefings to city council members as well as other external stakeholders invested in the grant process
- Copy-wrote public-facing website content for
- Columbus audience as well as a playbook for smart cities nationwide

### The Columbus Foundation

#### Summer Fellow

- Competitively placed at Ohio Wildlife Center, a local nonprofit specializing in wildlife care and rehabilitation to assist with nonprofit management in their administrative office
- Managed organization website, wrote informative articles and engaged social media audience of over 3000 people.
- Participated in learning session planned by the Foundation on topics such as fundraising, development and influencing public policy

### Fields of Interest

- Social media strategy and planning
- Content creation ranging from blog posts to graphic design to engaging videos
- Cohesive, beautiful and interesting branding; both personal and organizational
- Storytelling through a variety of mediums to bring people together

### Affiliations

- New Leaders Council Columbus
- YWCA Leaders for Social Change
- Together in Digital