

OLYVEA DAVIS



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EDUCATION

Western Michigan University, Kalamazoo, MI
Expected Graduation: December 2018 GPA: 3.71

Bachelor of Business Administration

Haworth College of Business

Major: Advertising and Promotion

Minors: Chemistry, General Business, Multimedia Arts
Technology

Awards:

- 2014 WMU Merze Tate Medallion Scholar
- Lee Honors College member

PROFESSIONAL DEVELOPMENT

Student Office Assistant May 2018 - Present
Western Michigan University Kalamazoo, MI

- Deliver exceptional customer service, answering main-line phone calls and greeting and directing visitors
- Provide efficient clerical support to the administrative wing by proofreading, photocopying, filing, and completing other projects as assigned

Production Director Spring of 2018
NSAC AAF Case Competition Kalamazoo, MI

- Led a team of 6 to create a Plans Book using **Adobe Creative Suite**, furthering leadership and teamwork
- Refined and produced in-store and digital advertising elements to accurately represent the campaign vision

Resident Assistant August 2016 – April 2018
Western Michigan University Kalamazoo, MI

- Supervised the well-being of about 400 students, constructing communication and problem-solving
- Practiced confidentiality and professionalism handling resident information and private situations weekly

Marketing/Event Planning Intern Summer of 2017
Battle Creek Community Foundation Battle Creek, MI

- Designed and generated over 40 projects, developing skills in **Adobe Illustrator, InDesign, and Photoshop**
- Coordinated with and organized information on over 15 vendors and business partners for a summer event

Sales Associate Summer of 2016
The Shoe Department Encore Battle Creek, MI

- Aided customers to create a rewarding experience, enhancing knowledge on productive sales techniques

PORTFOLIO

- **Website:** <https://introvertconfessions.wixsite.com/home>

CERTIFICATIONS AND SKILLS

- **HubSpot Email Marketing Certification, October 2018**
- **Search Engine Optimization** experience
- **Paid Search Marketing** experience

ADDITIONAL OPPORTUNITIES

Business and Culture WMU Study Abroad Trip
Dominican Republic May 7 - 21, 2017

- Studied and observed marketing and advertising practices and campaigns at various agencies
- Explored the various cultural differences in lifestyle between the Dominican Republic and the United States

Extern
WMU Business Externship Program
Haworth, Inc., Holland, MI May 3 - 5, 2016

- Gained knowledge on Marketing and Management while learning valuable, sustainable workplace practices

E&J Gallo Winery, Detroit, MI May 10 - 11, 2016

- Shadowed sales representatives and learned about the numerous opportunities offered in Marketing

DONER, Detroit, MI July 21, 2016

- Conversated with professionals in several advertising focuses for an in-depth perspective of their work lives

COMMUNITY INVOLVEMENT

Animal Rescue Project 2018 - Present

Kalamazoo Gospel Mission 2015 - 2018

WMU Alternative Bronco Breaks at the Wild Animal Sanctuary
in Keenesburg, Colorado March of 2015

ACTIVITIES

Executive Board member of WMU AdClub
American Advertising Federation Affiliate

Website Manager Fall 2017 - Spring 2018

Staff Collateral for Western Heights Complex

Website Manager Fall 2017 - Spring 2018

- Link: <https://westernheights1903.wixsite.com/2017>