

Olivia Ruiz

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SUMMARY

Strategic communicator and creative leader with a strong foundation in digital outreach, graphic design, and event coordination. Currently pursuing a B.A. in English with a minor in Professional Writing at Kennesaw State University, with hands-on experience managing campus-wide communications, social media strategy, and student engagement. Known for blending technical precision with visual storytelling to amplify team culture, promote university initiatives, and foster inclusive digital spaces. Seeking opportunities to apply these skills in professional environments that value collaboration, innovation, and intentional messaging.

EDUCATION

Kennesaw State University

Bachelor of Arts in English, Minor in Professional Writing

GPA 3.41

Anticipated Graduation May 2026

Relevant Courses: Sociolinguistics, Workplace Writing, Critical Theory, Careers In Writing, Public Speaking, Interpersonal Communication, Persuasion Methods & Strategies, Technical Writing, Digital Community Engagement, Professional Editing

RELEVANT EXPERIENCE

Communications Assistant, **University Information Technology Services (UITs)**, Kennesaw State University
November 2024–Present

- Develop and implement strategic social media plans to promote UITs initiatives and student resources
- Design graphics and promotional flyers for campus-wide outreach and tabling events
- Serve as a campus representative, engaging students and gathering feedback on digital tools and design prototypes
- Facilitate discussions on emerging tech topics, including AI and KSU's digital platforms
- Present at university events, including KSU's Inaugural AI Fair, presenting on "Tailoring AI to Individual Learning Styles."

Wing Leader, **Student Success Programs (SSP)**, Kennesaw State University
January 2023–May 2024

- Mentored a cohort of 30 first-year students, supporting academic and personal development
- Collaborated with a team to plan and execute events tailored to freshmen's needs
- Designed event flyers and managed supply requests using formal documentation processes
- Created detailed Excel planning sheets to coordinate logistics for large-scale student events

LEADERSHIP AND CAMPUS INVOLVEMENT

Social Media Manager, **Marvel Rival's Esports Team**, Kennesaw State University
October 2025- Present

- Design promotional graphics for game days, team events, and logo branding to establish a cohesive visual identity
- Launch and manage the team's Twitter and Instagram accounts, aligning content with esports culture and university branding
- Develop a comprehensive social media strategy to guide seasonal engagement, platform growth, and sponsor visibility

President, **Women's Club Lacrosse**, Kennesaw State University

December 2023 – January 2025

- Led team operations, seasonal game planning, and outreach
- Created and managed budget planners for fall and spring semesters
- Drafted a sponsorship proposal and initiated contact with Dick's Sporting Goods to support team funding
- Raised \$500+ through a Domino's "Slice the Price" fundraiser to cover team expenses
- Designed promotional graphics and managed social media content to boost engagement on Instagram

PRESENTATIONS AND PROJECTS

Presenter, KSU Inaugural AI Fair

March 2025 - April 2025

Presented "Tailoring AI to Individual Learning Styles" as part of a student-led session on adaptive technology in education. Shared personal insights and peer research on how students customize AI tools for academic and creative tasks. Participated in a Q&A with faculty to discuss ethical use, accessibility, and future applications of AI in learning environment

CORE COMPETENCIES

- Strategic Communication
- Graphic Design & Visual Storytelling
- Event Planning & Coordination
- Leadership & Team Management
- Digital Outreach & Engagement
- Public Speaking & Presentation
- Student Advocacy & Peer Support
- Project Documentation & Planning