

Olivia Ruiz

Dallas, GA | 678-761-6600 | olivia.ziur@gmail.com | www.oliviajadeworks.com

SUMMARY

Communications and creative strategy leader with hands-on experience in social media management, graphic design, and student-centered outreach. Combines strong writing foundations with visual communication skills to elevate campus initiatives, support team culture, and build inclusive digital experiences.

EDUCATION

Kennesaw State University

Bachelor of Arts in English, Minor in Professional Writing

GPA 3.41

Anticipated Graduation May 2026

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

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

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