

OLIVIA HAWKINS

EDUCATION

Savannah College of Art and Design (Savannah, GA)
Class of 2022 Magna Cum Laude
Bachelor of Fine Arts in Fashion Marketing and
Management
Major GPA: 4.0, Overall GPA: 3.89

University of Minnesota - Twin Cities
Minneapolis, MN
Retail Merchandising from 2018-2019
Design Chairwoman for Phi Mu Zeta-Eta
Phi Mu Fraternity Alumni

SKILLS

Professional

- Leadership
- Critical thinking
- Problem solving
- Group projects
- Time management

Industry

- Copywriting
 - Promotional copy
 - Product copy
 - Brand storytelling
- SEO writing
- Writing for digital content
- Styling
- Creative Direction
- Email marketing
- Event planning + set up
- Press releases + public relations
- Editing

Technical

- Adobe Creative Suite
- Squarespace
- Square
- Mailchimp
- Canva
- Microsoft Office
- Workfront
- Figma

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EXPERIENCE

Coach (Tapestry Inc.), New York, NY

Assistant Manager, Retail Copywriting,
(Freelance April 2022 - Present)

Creative Brand-Copy Intern (Summer 2021)

Projects include site and email copy for North America promotions, Coach Europe promotions, and projects such as the Semi-Annual Sales and all Holiday 2022 promotions.

Previously served as Copy Intern, working on brand storytelling, collaborations, and the Coach Foundation.

Clark Caspi PR, New York, NY

Freelance PR Consultant (September 2022 -Present)

Focusing on the fashion industry, work includes media coverage, press pitches and placements, event support and holiday tracking.

Centric Brands, New York, NY; Los Angeles, CA

Freelance Marketing and PR Consultant (2019-Present)

Various tasks include market showroom work, photoshoot assisting, analyzing social media insights, connecting with influencers to promote the brand, mobile marketing, event planning and setup. Assisted with global launch of Favorite Daughter in 2021.

SCAD Manor, Savannah, GA

Editor-in-Chief (March 2021-March 2022)

Worked day to day leading a team of editors, and overseeing all content. Hired a team of editors, led weekly meetings, and coordinated with all Student Media outlets as a whole. Previously served from 2020-2021 as Culture Editor and Social Media Director

Very Good Light, Virtual

Editorial Intern (January 2022-May 2022)

Pitched, wrote and edited 15 pieces for the digital editorial site verygoodlight.com. Conducted interviews with celebrities, coordinated with PR agencies for product placement and coverage, and kept up to date on all beauty industry news.

Starland Strange and Bazaar. Savannah, GA

Stylist (September 2020-March 2021)

Daily tasks at local boutique included assisting in buying and planning merchandise, event planning, event assisting, styling assisting, personal Airbnb experiences, as well as customer service, food service, and shop maintenance.