

OLIVIA COVINGTON

JUNIOR BRAND WRITER

PORTFOLIO

LINKEDIN

liv.covington@gmail.com

Progressive, collaborative, and creative writer who embodies an infectious drive for creating effective and unique content.

WORK EXPERIENCE

WRITER: Gold Front - San Francisco, CA

August 2023 - Current

- Ideated brand names, campaign platforms, and execution ideas.
- Collaborated in writing new category strategy and brand guidelines.
- Conducted industry trend and visual research.
- Pitched and presented work to major clients.
- Generated written content for Gold Front's marketing efforts.

VERBAL BRANDING INTERN ASSOCIATE:

Prophet - New York, NY

June 2023 - July 2023

- Conducted competitive audits and desk research.
- Collaborated with verbal branding team to deliver demand generation campaign work.
- Analyzed and evaluated brand tone and messaging.
- Generated names, positioned brands, and created copy/activation campaign work.

SOCIAL MEDIA DIRECTOR:

Actor Reno Wilson - Los Angeles, CA

February 2023 - May 2023

- Built and implemented social media calendar.
- Managed social media presence on multiple platforms.
- Developed content for social media and directed talent in production.
- Measured insights and analytics.

COPYWRITER INTERN: R/GA - Austin, TX

RaceTrac, Tonal, Fender, Michaels, Enterprise

June 2022 - August 2022

- Produced website, social and commercial spot copy for campaigns.
- Performed as copy lead and collaborated with a creative for internship project.
- Crafted brand voices and generated brand names.
- Researched campaign materials, edited and proofread copy.

CONTENT MARKETING INTERN:

Willow - Boston, MA

December 2021 - May 2022

- Managed social and digital marketing campaigns.
- Reviewed the outcomes of campaigns through analytics.
- Created engaging content and grew brand awareness and image on social media.
- Provided and presented monthly marketing reports to the team.

EDUCATION

ROWAN UNIVERSITY, Glassboro, NJ

September 2019 - May 2023

SUMMA CUM LAUDE

Major: Advertising

Minors: Strategic Communications, International Studies, and Professional/Technical Writing

UNIVERSITY OF GRANADA, Granada, Spain

September 2022 - December 2022