

Olivia Exstrum

(970) 708-7673 | oliviaexstrum@gmail.com | Brooklyn, NY
[linkedin.com/in/olivia-exstrum](https://www.linkedin.com/in/olivia-exstrum) | [oliviaexstrum.com](https://www.oliviaexstrum.com)

I'm a communications pro with 8 years of experience writing whip-smart, creative copy. As a trained journalist, storytelling is what I do best, whether for a massive tech brand or a small-town business.

PROFESSIONAL EXPERIENCE

Editor, Codeword, New York City

May 2022 — November 2024

Boutique content and PR agency focused on tech brands

- Crafted copy and shaped brand messaging for top tech companies Yahoo, Snapdragon, and Qualcomm.
- Ran community management for Qualcomm and Snapdragon, engaging with brands' 3 million-plus followers.
- Drafted social posts twice weekly for Qualcomm C-suite executives to share on X and LinkedIn.
- Wrote video scripts for Google course on basics of prompt engineering with generative AI, translating technical concepts into accessible educational content accessed by almost 50,000 users since launch.
- Promoted agency on social, increasing LinkedIn audience 47% and doubling newsletter subscribers YoY 2023-2024.
- Audited 145+ trend reports to create 3,700-word analysis, yielding paid CTR (0.51%) that doubled performance estimates and leading to eight new business contacts.
- Maintained different brand voices across platforms, from serious and technical to witty and playful.
- Worked closely with designers and strategists to fulfill creative briefs for potential and existing clients across industries, from finance to SaaS.

Marketing Manager, Citizens State Bank, Telluride, Colo.

January 2020 — October 2021

Locally owned community bank on Colorado's Western Slope

- Overhauled digital and physical marketing strategy and implemented social media content calendar.
- Targeted new audiences with multi-channel content campaigns, including email, paid ads, and social media.
- Organized and distributed 14-month email campaign about the Paycheck Protection Program.
- Ensured adherence of bank materials to federal banking compliance regulations.
- Monitored cash flow, maintained Fed reserve account, and assisted in financial reporting.

Writing Fellow, Mother Jones, San Francisco

December 2017 — May 2019

Progressive national news magazine focused on politics and investigations

- Ideated blogs, sidebars, and features and published feature in September/October 2019 print magazine.
- Copyedited all online content from December 2018 to March 2019.
- Fact-checked print magazine, including several cover stories, as well as online content.

EDUCATION

Bachelor of Science in Journalism, Minor in Political Science

September 2013 — June 2017

Northwestern University Medill School of Journalism, Evanston, Ill.

SKILLS

Sprout, Wrike, MailChimp, social media management, copywriting, content editing, ghost-writing, brand strategy
WordPress, MS Office, Google Workspace, Adobe Acrobat, AP Style, Chicago Manual of Style, fact-checking, research

AWARDS

Aftermath of NU-Q student's mental health crisis highlights differences between Evanston, Qatar sites | The Daily Northwestern

- Honorable Mention, Associated Collegiate Press Feature Story of the Year
- Honorable Mention, College Media Association Pinnacle Award for Best Investigative Story

For students dealing with mental health issues, medical leave process presents obstacles | The Daily Northwestern

- Fifth place, Associated Collegiate Press Multimedia Feature Story of the Year

At Graterford, lifers get degrees even if they'll never use them | The Philadelphia Inquirer

- Winner, Medill Student Showcase

Oregon stay-at-home mom faces trial in rare medical child abuse case | The Medill Justice Project

- Peter Lisagor Awards: Best Feature Series Best Non-Deadline Reporting Online
- Fourth place, Associated Collegiate Press News Story of the Year