Olivia Exstrum

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I'm a communications pro with a decade of experience writing whip-smart, creative copy. As a trained journalist, storytelling is what I do best, whether for a multinational investment bank or an AI tool.

PROFESSIONAL EXPERIENCE

Content Strategist, LaunchSquad, New York City — September 2026 — present

Creative content and digital marketing agency

- Write social and long-form content for B2B companies iSeatz, Uber Freight, and Deepgram AI.
- Build and manage editorial calendars, assignments, and project timelines.
- Develop story concepts and editorial angles for established and emerging brands.

Copywriter, Morgan Stanley, New York City — July 2025 — August 2026

Multi-billion-dollar financial services company

- Helped build social program for investment banking division from the ground up, gaining 24K+ LinkedIn followers for dedicated page with 23% MoM growth.
- Crafted copy for 90 posts promoting IBD business, garnering 2.1M impressions and 26.5K reactions.
- Formulated social strategy for historic SpaceX IPO, valued at nearly $2T.
- Outlined social media governance documents, creating roadmap for firm and individual bankers alike to share major IPOs, mergers and acquisitions, and other Morgan Stanley news.

Copywriter, Codeword, New York City — May 2022 — November 2024

Boutique content and PR agency focused on tech brands

- Shaped brand messaging and copy for top tech companies Yahoo, Snapdragon, and Qualcomm.
- Ran community management for Qualcomm and Snapdragon, engaging with 3M+ followers.
- Wrote video scripts for Google course on basics of prompt engineering with generative AI, translating technical concepts into accessible educational content accessed by almost 1.4M users since launch.
- Promoted agency, growing 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.

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.
- Organized and distributed 14-month email campaign about the Paycheck Protection Program.
- Ensured adherence of bank materials to stringent federal banking compliance regulations.

Writing Fellow, Mother Jones, San Francisco — December 2017 — May 2019

Progressive national news magazine focused on politics and investigations

- Ideated blogs, sidebars, and features on politics, reproductive rights, criminal justice, and federal courts.
- Published feature in September/October 2019 print magazine about juvenile court in California.
- Fact-checked print magazine and copyedited all online content from December 2018 to March 2019.

Freelance Work, Miscellaneous, Remote — June 2017 — present

- Writing: Lore, Substack newsletter of fiction and essays with 270+ subscribers
- Fact-checking: Mother Jones; Vox's Today, Explained podcast; Eater; Earthjustice
- Copyediting: Various nonfiction book projects

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, Asana, fact-checking, AI prompt engineering, proofreading, research