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| **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 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, 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.
* 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.
* Communicated with brands’ key stakeholders about social media expansion strategies.

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 stringent 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 on politics, reproductive rights, criminal justice, and federal courts.
* Published feature in September/October 2019 print magazine about juvenile court in California.
* Copyedited all online content from December 2018 to March 2019.
* Fact-checked print magazine, including several cover stories, as well as online content.

Freelance Work, Miscellaneous,Remote June 2017 — present

* Reporting: The Ouray County Plaindealer, The New Territory
* 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, Adobe Acrobat, AP Style, Chicago Manual of Style, fact-checking, AI tools

AWARDS

* Honorable Mention, Associated Collegiate Press Feature Story of the Year (2017)
* Honorable Mention, College Media Association Pinnacle Award for Best Investigative Story (2017)
* Winner, Medill Student Showcase (2017)
* Fifth place, Associated Collegiate Press Multimedia Feature Story of the Year (2016)
* Fourth place, Associated Collegiate Press News Story of the Year (2016)
* Peter Lisagor Awards: Best Feature Series Best Non-Deadline Reporting Online (2016)