

# OLIVIA J. CACCHIONE

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15525 McIntyre Road, Sterling, NY 13156

## Education

**Bachelor of Science** in Business & Economics

*Concentrations in Marketing; Minor in Art*

Elmira College, Elmira NY

Expected Graduation: 2019

GPA: 3.97

## Honors & Awards

Elmira College Honors Program

Phi Eta Sigma, Freshman Honor Society

2018 Excellence in Community Service Award

Phi Beta Kappa, Prize Winner for Academic Excellence

Omicron Delta Epsilon, Honor Society in Economics

Sigma Beta Delta, Honor Society for Business,  
Management, and Administration

## Campus Clubs & Activities

**Circle K, Collegiate Kiwanis:** *Vice President and Social Media Coordinator (April 2017-Present)*

- Coordinate and implement community service events and projects such as Trick or Treat for UNICEF
- Create digital posters, flyers, and newsletters
- Organize, track, and report club members' community service hours on a spreadsheet
- Increased Facebook engagement by 138.7% as of 1/20/18
- Increased engagement on Instagram by 168.7% as of 1/20/18

**Enactus:** *Director of Financial Stability*

*September 2016- May 2017*

- Organized and executed fundraising efforts
- Responsible for treasury of Elmira College Enactus

## Consulting

**Strategic Advertising and Promotion**

- Worked with a group of 10 to develop a 45-page advertising and promotional strategy for the rebranding of the City of Elmira to attract new businesses and residents
- Presented findings to Elmira City Manager

**Marketing Research**

- Collaborated with a group of 8 to conduct and analyze market research about brand identity of Catholic Charities Chemung & Schuyler County
- Presented findings in a 54-page paper, PowerPoint, and graphics to Catholic Charities Chemung & Schuyler Director and Board

## Work Experience

**Elmira College Communications and Marketing Department, Intern**

*October 2017 – Present*

- Create digital flyers and marketing materials
- Designed and implemented a content calendar
- Published 4 web stories to promote campus clubs
- Covered Snapchat stories for 2 campus-wide events

**Writing Consultant, Elmira College**

*September 2017 –Present*

- Communicate with English-second-language students to ensure success in both writing and cultural shift
- Work effectively with a diverse group of students at various learning levels

**Sales Associate, TJ Maxx in Oswego, NY**

*June 2016 – January 2018*

- Assisted store team in achieving the status of most-giving store for the Save the Children Foundation through increased customer cash donations during checkout
- Organized and displayed merchandise in 6 departments to enhance customer experience
- Provided customer service by assisting customers with locating and purchasing items

## Enactus Twin Tier Ties Expo Project

**Strategic Executive Director of the Twin Tier Ties Expo**

*September 2017-Present*

- Developed a strategic marketing plan for the Expo during an independent study, Spring 2017
- Worked with WETM-TV and Community Broadcasters to develop a contract for television and radio broadcasting advertisement efforts
- Manage Facebook, Instagram, and Twitter accounts
- Communicate with over 100 business and organizations through sales efforts, sponsorships, and partnerships
- Designed 3 modern website options with Wix.com
- Created a sales PowerPoint and several digital promotional graphics
- Utilized strong public speaking skills to deliver sales pitches to 2 Chambers of Commerce, members of the Southern Tier Economic Growth, and to area business leaders and professionals