O L I V I A S C O T T

Young professional passionate about the intersection of entertainment, live events, and marketing

INDUSTRY EXPERIENCES

GRAMMY U — Campus Representative
Sep '20 – Present | grammy.com
- Creating specialized programming for Grammy U members including professional Q&As, alumni panels, chapter meetings, mentorship opportunities, and social events
- Enhancing community outreach via monthly email newsletters, Instagram, and GroupMe
- First term events included professional Q&As with Jake Posner and Elise Solberg, a Stevens Music & Technology alumni panel, and a touring panel, sponsored by Well Dunn, which had 1,250+ registrants from across the US and eight countries around the globe

TECHFEST — Co-Organizer
Jan '21 – May '21 | Techfest
- Organized five virtual performances and Q&As with musicians Jeremy Zucker, COIN, and Rico Nasty & comedians Cody Ko and Pete Davidson - garnered 1,000+ attendees
- Curated specialized programs that included Stevens student openers and moderators, artist meet & greets, giveaway competitions, and other opportunities to engage students
- Increased overall Instagram content interactions by 170%, accounts reached by 35%, and amassed approximately 30,000 impressions per month across posts and stories

ENTERTAINMENT COMMITTTEE — Co-Festivities Chair
Jan '19 – May '20 | Festivities and Data Analytics
- Planned, organized, and executed five annual large-scale events with a budget of approximately $230,000 for the Stevens undergraduate student body
- Managed event logistics including budgets, contracts, communications, security and safety, venue booking, collaborations with Stevens organizations, among other needs
- Founded the Data Analytics Team to more efficiently utilize the Entertainment Committee's budget and plan events that better fit the interests of the students

ADDITIONAL EXPERIENCES

THE HOBOKEN PROJECT — Marketing Lead
May '20 – Sep '20 | oliviahscott.me/post/the-hoboken-project
- Worked with small businesses in Hoboken to create or elevate their COVID-19 digital marketing strategies and campaigns in order to attract and retain customers
- Concentrated on social media content and ads, email marketing, web design and development, Search Engine Optimization (SEO), among other needs

COBALT STAGES — Intern
Jan '20 – Apr '20 | cobaltstages.com
- Performed a variety of tasks including maintaining CRM on Zoho, creating onboarding files, assisting onsite during shoots, ideating digital marketing content, among other needs

ION MEDIA — Revenue Reporting and Analytics Intern
Jun '19 – Aug '19 | ionmedia.com
- Cleaned, isolated, compiled, and performed quality control on historical data in Excel for analysis. Findings were used to help with planning for future quarters and years

CERTIFICATES

Social Media Marketing — HubSpot Academy
Inclusive Leadership Certificate — Stevens Office of Diversity Education
Microsoft Office Specialist (MOS): Word, PowerPoint, and Excel — Certiport

CONTACT

484-925-9735
oscott@stevens.edu
Hoboken, NJ
(open to relocating)

EDUCATION

STEVENS INSTITUTE OF TECHNOLOGY
Bachelor of Science in Business and Technology
December 2022 | GPA: 3.86
- Concentrations: Marketing and Information Systems
- Awards: Dean's List and Presidential Scholarship

Grad Certificate: Project Management | May 2022

AFFILIATIONS

College Organization:
- Sigma Delta Tau
- RGB Photography Club
- Stevens School of Business Ambassador

Professional:
- Emma Bowen Foundation

SKILLS

- Microsoft Office
- G Suite
- Adobe Lightroom, Photoshop & Premiere Pro
- Photography & Canva
- Data Analytics & Tableau
- Wix & Squarespace
- Project Management

INTERESTS

- Touring/Festivals
- Experiential Marketing
- Brand Partnerships
- Community Engagement
- Sustainability in Marketing & Live Events

oliviahscott.me oliviahuangscott livhscott olivia scott