



OLIVIA ROSS

I am a qualified and professional public relations student with experience in event planning, social media, and communication strategy. With a strong foundation in communication and an understanding of human behavior, I aim to contribute effectively to any team I am a part of while continuing to grow professionally in the field of public relations.

CLIENT-BASED ACADEMIC PROJECTS

ACTION STRATEGY DIRECTOR AND EVENT PLANNER

RIVERSPORT OKC

January 2026 - Current

- Created a fully integrated nationwide campaign to promote the expansion of RIVERSPORT OKC and bring awareness to their Boathouse in a Box initiative.
- The campaign we produced was picked by the client out of 10 others to integrate our tactics and strategies into their business and marketing plan.

COPYWRITER AND COMMUNICATION STRATEGIST

Museo Oro D'Autore, Arezzo, Italy

June 2025

- Built new brand positioning and a fully integrated strategic communication campaign for an international client.
- Created events, promotions, new signage with a strategic schematic layout, and a fully integrated website.

INDEPENDENT STUDY - EVENT PLANNING

RIVERSPORT OKC

January 2026 - May 2026

- Served as a strategic event planner and created a detailed and effective playbook for hosting the 2026 Canoe Slalom World Championships, actively bringing and preparing for hundreds of people in the Oklahoma City area.

INTERSHIPS

STUDENT AMBASSADOR

PartyTrick

August 2025 – December 2025

- Produced creative content tailored to each event through a detailed content calendar.
- Managed media relations and built brand connections and sponsorships with local and national businesses, giving them new exposure.
- Generated over 150 new customers through promotional tactics.

 (405) 626-5667

 oliviaemilineross@gmail.com

 LinkedIn: [Olivia Ross](#)

 [Portfolio Website](#)

EDUCATION

UNIVERSITY OF OKLAHOMA

Bachelors Degree in Public Relations

Graduation: May 2026

UNIVERSITY OF CALIFORNIA, LOS ANGELES

Psychology

Attended from 2022-2023

SKILLS

- Adobe Creative Suite
- Microsoft Office (including Word and Excel)
- Event Planning
- Social Media
- Attention to detail, project management
- Writing and communication skills

AWARDS AND HONORS

- Presidents Honor Roll
- First place in a college-wide public relations campaign competition
- Cum Laude Latin Honors