

# Olivia Grozier

oliviagrozier@outlook.com | 607-752-0087

## EDUCATION

### State University of New York at Oneonta

January 2023 - Present

*Ongoing Bachelors in Media Studies*

Focus in Media Marketing, Fashion Promotion and Journalism

Provost's List: Spring 2023-Fall 2024

### SUNY Broome Community College

August 2019 - May 2022

*Associates in Individual Studies*

Phi Theta Kappa Member

## LEADERSHIP & INVOLVEMENT/RELEVANT EXPERIENCE

### Make Plays Media, LLC. Foul Territory Show

August 2024 - Present

*Social Media, Podcast, and Editing Intern*

- Edit and cut video and audio content to be broadcasted on Foul Territory's live baseball broadcast across YouTube.
- Live-clipping and fast-paced video editing during live broadcast.
- Perform SEO practices to enhance performance of social media and broadcasting content.
- Utilize editing platforms: Adobe Premiere Pro and Adobe Photoshop.

### SUNY Oneonta Fashion & Textiles x PUMA Select

January 2024 - May 2024

*Fashion Promotion*

- Collaborate with PUMA Select to create a mock promotion strategy/event for a new product launch.
- Create a budget/timeline for promotional events and research key target markets.
- Present the promotion in front of a mock boardroom.

### SUNY Oneonta Student Fashion Society

January 2023 - May 2024

*Magazine Coordinator*

- Manage a staff of 80+ individuals to create a student-run magazine.
- Coordinate and lead writer/photographer meetings and assign tasks and deadlines.
- Conduct interviews with fashion industry professionals and write articles with fashion journalism conventions.
- Coordinate fashion editorials and direct models, photographers, writers, and additional staff on photoshoot days.
- Create spreadsheets with a calendar of photoshoots and deadlines for staff with Microsoft Excel.

### Elisabeth Silverman Jewelry

June 2023 - November 2023

*Social Media Intern*

- Responsible for planning, coordinating, and filming social media content and writing captions to highlight the company's product and brand mission.
- Edit video content in Adobe Premiere Pro, Capcut, and Canva.
- Photograph products and edit in Adobe Photoshop.

### Fashion Institute of Technology

February 2021 - April 2021

*Fashion Styling*

- On-figure styling and pinning.

- Create digital layouts and flat-lays for still-life and product styling.
- Photograph and organize fashion editorials.

## **WORK EXPERIENCE**

### **SUNY Oneonta Dragon Guide**

June 2024 - Present

#### *Peer Mentor*

- Facilitate small groups of mentees to encourage community engagement, share student experience, and act as a confidant to students of all backgrounds.
- Aid in presentations and lead ice-breakers.
- Coordinate and lead activities and events.

### **SUNY Oneonta Office of Admissions**

April 2024 - Present

#### *Tour Guide*

- Facilitate guided tours and lead discussions to communicate the institution's mission.

### **LOFT, ANN. INC**

December 2021 - June 2024

#### *Stylist/Associate*

- Style floor sets, run a POS system, and address client needs and promote company mission.

## **SKILLS**

**Technology:** Photography, Videography, Adobe InDesign, Adobe Premiere Pro, Canva, Adobe Photoshop, Microsoft Office

**Fashion:** On-figure and still-life styling, pinning, creative direction

**Media:** Journalism/Writing, Social Media Marketing, Communication