**Olivia Cresser**

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**EDUCATION**

**Loyola University Maryland Baltimore, MD**

*Bachelor of Arts in Communication and Media* Expected May 2027

* **Concentration** in Advertising/Public Relations
* **GPA:** 3.967
* **Honors:** Loyola College of Arts and Sciences Dean’s List (all semesters)

**WORK EXPERIENCE**

**Loyola University Maryland Baltimore, Maryland** *Greyhound Ambassador Tour Guide* January 2025-current

* Lead engaging tours to prospective students to highlight university facilities and values
* Convey information on admissions, financial aid, academic programs, and support services
* Conform tours to meet the needs of diverse audiences

**Apprentice House Baltimore, Maryland** *Promotions Editor* September 2024– December 2024

* Conducted print and electronic publicity campaigns to increase author media interest
* Published quarterly news releases and pitched review media
* Designed major author promotion and publicity events
* Positioned books in the marketplace by direct sales and by wholesale distribution to chain and independent bookstores

**Starbucks Levittown, New York**

*Barista* May 2021 – August 2023

* Collaborated with coworkers to maintain a structured environment
* Communicated with customers to facilitate a better customer experience
* Provided excellent customer service while multi-tasking and helping to manage a fast-paced café, resulting in consistently positive feedback

**EXTRACURRICULAR INVOLVEMENT**

**Public Relations Student Society of America (PRSSA) Baltimore, Maryland** *Member* January 2024 – Present

* Participate in weekly meetings to discuss trends and strategies in public relations and communication
* Attend networking events featuring professional guest speakers from top PR agencies, media outlets, and corporate communications, providing insight into industry practices and careers

**SKILLS**

**Software:** Adobe Suite (Photoshop, Indesign, Illustrator, Rush), Canva

**Certifications & Training**: Fundamentals of Social Media (Muck Rack Academy), Fundamentals of Media Relations (Muck Rack Academy), Fundamentals of Media Measurement (Muck Rack Academy)