

OLIVIA WASHINGTON

(860) 922-7792 | washingtonolivia.77@gmail.com

EDUCATION

Howard University, Washington, D.C. | Expected Graduation: Spring 2024

Intended B.B.A. in Marketing | *Howard University School of Business*

Relevant Coursework: Marketing Research, Marketing Analytics, Fashion Industry, Social Media & Internet Marketing, Consumer Behavior

PROFESSIONAL EXPERIENCE

Homecourt DC | Washington, D.C.

Aug 2023 – Present

Retail, Marketing, Assistant Buying

- Introducing customers to our product offerings and advising them on styling, sizing, and trends
- Evaluating, appraising, and authenticating garments and footwear based on potential profit margins and demand
- Conceptualizing various styles of social media content to bring our audiences attention to our new store and expanding our reach

Steve Madden | Washington, D.C.

Sept 2023 – Oct 2023

Pop-Up Shop Coordinator

- Engaging in an intensive workshop led by Steve Madden professionals to gather industry knowledge regarding our pop-ups
- Planning the merchandising, modeling, store visuals, and the overall story to convey our message of individuality to our audience
- Setting up our physical pop-up store at Howard University using our planned assets and engaging with attendees to walk them through our vision

LVMH Moët Hennessy Louis Vuitton | New York City, New York

June 2023 – Aug 2023

Loewe Intern

- Rotating departments within Loewe, gaining hands-on experience and better understanding of retail, wholesale, buying, VM and marketing/PR
- Developing Excel workbooks for regional visual merchandising teams as well as wholesale clients to facilitate the Fall/Winter Drop
- Observing sales strategies and the operations of a major luxury fashion house by practicing sales techniques and assisting in store reports

WTIC 1080/Nkonoki Entertainment LLC | Hartford, CT

Jul 2022 – Sept 2022

Intern

- Curating the businesses online profile by creating all social media for the podcast *News You Can Use*
 - Increasing consumer engagement through social media content by gaining consistent weekly viewers
 - Researching and acquiring future guest to speak on the show through phone and email communication
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LEADERSHIP EXPERIENCE

HU DAO Labs | Washington, D.C.

Sept 2022-Present

Head of Marketing and Project Development

- Networking with potential investors for business opportunities regarding the DAO to promote crypto and blockchain literacy on campus
- Coordinating DAO meetings and assisting with operations during planned events
- Conducting research on current projects to form pitch decks for sponsors and investors as well as for internal reports

BRAG 2023 Cohort Case Study Competition | New York City, New York

Aug 2023

1st Place

- Collaborating with a small team to produce our fashion-related topic *How to Combat Counterfeit Items in the Resale Market*
- Delving further into research topics such as NFTs/NFC chips and their ability to benefit the luxury market
- Presenting our final case study to a live audience of industry executives, BRAG leaders, and fellow cohort members

The International Fraternity of Delta Sigma Pi, Iota Rho | Washington, D.C.

Dec 2022-Aug 2023

Vice President of Chapter Operations

- Overseeing the Chapters progression through the Chapter Management Program leading our chapter to receive Chapter of Excellence
- Working with other Executive Board members to facilitate and document events, ensuring requirements were fulfilled on time
- Ensuring meeting minutes are taken and promoting exceptional attendance from all members by creating a point system

2022 Black Blockchain Summit Pitch Competition | Washington, D.C.

Sept 2022

1st Place

- Attending CPU mining seminar and gathering information on Whive protocol and cryptocurrency for use during the competition
- Working with my team to research Whive and how blockchain technology can be used specifically in the art industry
- Presenting and clearly explaining our recommendation for the utilization of the blockchain to Melanin Solar and Whive IO founders

Nike Storytelling by Design Pitch Competition | Washington, D.C.

Jun 2022

2nd Place

- Collaborating with design team to produce a new Nike shoe design featuring aspects of gender equality and inclusion
 - Crafting the story behind our design by emphasizing women's empowerment and taking up space
 - Creating a pitch and visual presentation to showcase in front of judges and ticketed audience resulting in a top placement
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SKILLS AND INTERESTS

Skills: Google Analytics, Conversational Spanish, Adobe Creative Cloud, Microsoft Office, Customer Relationship Management (CRM), Luxury Sales Strategies, HubSpot Social Media Marketing Certification I & II

Interests: Marketing, Fashion, Design, Visual Arts, Entrepreneurship, Community Outreach, Sustainability