

OLIVIA BOLTON

Digital Marketing

*Strategist | Brand, Content
& Integrated Campaigns*

LEADERSHIP & AFFILIATIONS

- **St. Paul VI Catholic High School** – Board Member, 2025–Present
- **American Advertising Federation** – Silver Student ADDY Award, 2024

EDUCATION

James Madison University

B.A. in Media Arts and Design; Concentration in Creative Advertising; Minor in French
AUG 2020 - MAY 2024

SKILLS

Digital Marketing Strategy • Brand Strategy • Content Strategy • Integrated Campaigns • Social Media • Email Marketing • GA4 & Web Analytics • SEO • Brand Messaging • Copywriting • Market & Competitor Research • WordPress • MailerLite • Adobe Creative Suite • Canva

SUMMARY

Digital marketing professional with experience leading brand, content, and communications strategy across web, social, email, and integrated campaigns. Blends strategic thinking, creative execution, and digital insights to build cohesive messaging and strengthen audience engagement.

EXPERIENCE

Marketing Strategy Consultant (Contract)

Tenacious Solutions / EnTellec | Remote

AUG 2024- PRESENT

- Support strategic marketing initiatives across messaging, collateral, proof and metrics assets, website content, and content planning to strengthen Tenacious Solutions' external presence.
- Develop research-backed positioning, value propositions, key messages, and audience-specific guidance to create greater consistency across external communications.

Brand & Marketing Design Lead (Volunteer)

Run Your City | Remote

OCT 2024- PRESENT

- Lead national marketing and communications strategy for a 100+ chapter youth nonprofit across social, web, email, video, and seasonal campaigns.
- Develop integrated content and brand messaging, analyze digital performance, and coordinate communications with leadership, chapter teams, and marketing interns.

Jr. UX/UI Designer

Echo Origin | Leesburg, VA

SEP 2024- DEC 2025

- Translated client goals into websites, digital content, and branded communications for government, technology, and professional-services organizations.
- Supported web and content strategy through UX, analytics, information architecture, WordPress development, and digital/print marketing collateral.

Marketing Intern

Alliance for Recruitment | Vilnius, Lithuania

JUNE 2024 - JULY 2024

- Conducted market, competitor, and SEO analysis and developed website and LinkedIn content recommendations to strengthen digital positioning.