

OLIVIA DUBACH

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I am a recent Washington State University graduate with a degree in Strategic Communication and a focus in Public Relations. Born and raised in Maui, Hawai'i, I bring a strong commitment to empathy, community, and clear communication. I'm passionate about using digital messaging to turn information into meaningful, accessible messages that build trust and strengthen public connection.

EDUCATION

Bachelor of Arts in Strategic Communication — Public Relations **2022 - 2025**

Washington State University- Edward R. Murrow College of Education

- Cumulative 3.8 GPA with President's Honor Roll for 6 consecutive semesters

PROFESSIONAL EXPERIENCE

Public Relations Specialist, Kenworthy Performing Arts Centre **Aug 2025- Dec 2025**

- Created social media content to promote a movie showing, resulting in over 2x the amount of audience members the Kenworthy typically receives.
- Secured event sponsorships and coordinated monetary contributions to support the Kenworthy.

Public Relations Specialist, Crimson Creative **Aug 2025- Dec 2025**

- Spearheaded real client campaigns, handling social media, graphic design, and digital advertising.
- Developed professional-level agency experience and creative problem-solving skills.
- Drove the marketing development of a WSU-affiliated non-profit organization: WSU RISE.

Vice President of Membership, Kappa Kappa Gamma **Jan 2024 - Aug 2025**

- Directed recruitment strategy and membership development for a chapter of 120 members.
- Coordinated large-scale recruitment events and training workshops, increasing engagement and member preparedness leading to a new pledge class of 30 women.
- Led a recruitment team of 10 members, achieving 100% member retention by implementing communication, support, and engagement initiatives.

Engagement Intern, WSU Alumni Association **Sept 2024 - May 2025**

- Planned and executed alumni events (reunions, networking mixers and workshops) ensuring smooth logistics and engagement.
- Curated social media content to promote WSUAA events on Adobe platforms.
- Created press releases, email campaigns, and event webpages to strengthen alumni connections and involvement.

Social Media / Marketing Intern, Terragraphics International Foundation **Jan 2025-May 2025**

- Spearheaded the creation of TIFO's brand guide and 2024 end-of-year report.
- Created social media content for upcoming nonprofit events.
- Built content calendars for organization to last beyond my internship.

Director of Public Relations, Kappa Kappa Gamma **August 2022 - Jan 2025**

- Managed chapter social media accounts, creating content that fostered connections between current members, alumni, and potential new members, achieving 600+ new followers.
- Developed targeted campaigns and content strategies to reach specific audiences, resulting in 244% improvement in interaction across platforms.

SKILLS

Social Media Management
Copywriting and Editing
Graphic Design (Adobe Premier Pro, InDesign, Illustrator)
Media Relations
Time Management
Interpersonal Communication