

# Olivia DuBach

(808)866-3501 · oliviadubach@gmail.com · <https://oliviadubach.com/>

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I am a recent graduate from the Washington State University Edward R. Murrow College of Communication with a B.A. in Strategic Communication and a focus in Public Relations. Born and raised on Maui, Hawai'i, community and connection are values that drive my work. I am passionate about understanding what inspires people and turning those insights into strategic narratives that have an impact. I bring hands-on experience in social media marketing, campaign planning, and nonprofit collaboration.

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## EDUCATION

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

Washington State University- Edward R. Murrow College of Education

- *Magna Cum Laude* with a cumulative 3.8 GPA; President's Honor Roll for 6 consecutive semesters
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## PROFESSIONAL EXPERIENCE

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

- Created targeted social media content for a film screening, driving a 100%+ increase in attendance over the Kenworthy's average turnout.
- Secured event sponsorship funding through partner outreach, supporting successful event execution and programming.

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

- Executed integrated marketing campaigns for real clients, managing social media strategy, digital advertising, and visual content to support brand awareness and engagement goals.
- Led marketing development for WSU RISE (WSU-affiliated nonprofit), supporting brand growth and community engagement.

**Vice President of Membership, Kappa Kappa Gamma** Jan 2023 - Aug 2025

- Led strategic recruitment and stakeholder engagement for a 120-member organization.
- Planned and executed large-scale outreach events and training, driving engagement and onboarding a 30-member incoming cohort.
- Managed a 10-member cross-functional team, achieving 100% retention through clear communication, support, and engagement strategies.

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

- Planned and executed alumni engagement events, managing logistics and stakeholder experience for 500+ attendees.
- Developed integrated PR and digital communications generating 18K+ social media engagements and increased event visibility.

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

- Led development of the brand guide and 2024 end-of-year report, strengthening brand consistency.
- Executed digital campaigns across press, social, email, and web, reaching 12K+ community members.
- Produced event-focused social content generating 1,800+ engagements.
- Built sustainable content calendars and messaging frameworks, driving 22% social media follower growth.

**Director of Public Relations, Kappa Kappa Gamma** Aug 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.

**Server/Bartender, Monkeypod Kitchen Wailea** 2021 - Present

- Serve guests warmly and create a welcoming atmosphere from the moment they arrive.
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## SKILLS

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