

Olivia DuBach

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Recent Washington State University graduate with a B.A. in Strategic Communication and an emphasis in Public Relations. Experienced in developing social media campaigns and delivering exceptional customer service in fast-paced hospitality environments. Passionate about understanding audience behavior and creating meaningful, story-driven content that builds strong connections and engagement.

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.

Manager/Bartender, Monkeypod Kitchen Wailea 2021 - Present

- Managing staff, ensuring exceptional guest experiences, and maintaining efficient service in a fast-paced environment.
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SKILLS

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