

OLIVIA HARVEY

design • photo • video • illustration

CONTACT



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oliviafharvey.com

AWARDS

Palmetto Fellows Scholarship

Reagan McAndrews Award

Deans Scholarship

Capstone Scholar

Capstone Fellow

President's Honor List

DESIGN SKILLS

- Proficient in Adobe Illustrator, InDesign, Photoshop and Premiere Pro
- Able to manipulate and design websites using HTML and CSS
- Canon Digital Photography and Videography
- Microsoft Office

SOFT SKILLS

Communication
Time/Project Management
Organization
Problem Solving

EXPERIENCE

Digital Design Coordinator, Blumenthal Arts

July 2024 - Present

- Create/design original digital artwork and edit branded artwork provided by others to produce digital ads, emails, digital brochures, website art and other digital marketing materials needed for all Blumenthal Arts departments.
- Coordinate delivery and installation of physical signage including coordinating with warehouse team on storing/delivering signage assets as needed.
- Adapt and integrate official Broadway marketing assets to align with and promote the organization's annual season lineup, ensuring brand consistency and audience relevance.
- Partner with marketing, senior leadership, and external vendors to conceptualize and deliver high-quality digital and print assets aligned with brand standards, budgets, and campaign objectives.
- Manage and maintain BlumenthalArts.org, BlumeStudios.org and CharlotteArtsFest.com, ensuring accuracy, functionality, and optimal user experience.
- Monitor campaign performance and troubleshoot technical or data issues, collaborating with internal teams and external partners to ensure timely resolution.
- Implement and manage digital tracking infrastructure, including pixel placement and tag configuration via Google Tag Manager.
- Support social media strategy by designing multimedia content (photo, video, graphics) for platforms including Instagram, Facebook, LinkedIn and TikTok.
- Maintain a comprehensive digital archive of organizational assets, verifying metadata to ensure accurate cataloging.
- Partner with Encore Sales to design and assemble publication materials for Broadway shows.

Graphic Designer, Britax Child Safety

October 2023 - June 2024

- Created a 30th anniversary logo for BOB Gear to be used on social media, online graphics, trade shows and other print/digital materials
- Developed and executed print/digital materials such as product icons, packaging, POP, catalogs, print and digital ads, consumer promotional materials, social platform videos/motion graphics and web specific graphics within the brand guidelines for multi-national company Britax, Romer and BOB Gear
- Collaborated with team on project strategy, content gathering and vendor coordination
- Assisted with photo/product shoots in studio and at off-site locations

Senior Web Designer, Townsquare Interactive

July 2022 - October 2023

- Created 4-5 websites per day, exceeding performance goals and reaching top-tier production status for new clients and their desired website design
- Used extensive knowledge of CSS and HTML to problem solve and create unique designs
- Utilized innovation days to grow personal code library and to expand on new designs
- Collaborated with digital marketing specialists and fellow designers to reach client goals

EDUCATION

Bachelors in Journalism and Mass Communications

University of South Carolina | Class of 2022 | GPA: 3.89

Major in Visual Communications with a minor in Graphic Design