

Olivia Highton

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WORK EXPERIENCE

Girls on the Run Hampton Roads

June 2024 – Present

Marketing and Communications Manager | August 2024 – Present

Remote

Girls on the Run Hampton Roads is a local council of the International nonprofit, Girls on the Run. Girls on the Run Hampton Roads, since its start in 2006, has served over 20,000 girls and currently serves 14 cities and counties across Virginia's Hampton Roads and Western Tidewater areas.

- In addition to my responsibilities in my previous role as the Social Media Manager, I help plan and execute annual events: Fall 5K, Spring 5K, and Sneaker Soiree Fundraiser
 - Each 5K draws 2,000-3,000 participants, while the Soiree welcomes 300-350 attendees
 - Design event branding, digital, and print deliverables
 - Manage and organize registration data and communication
- Aid in fulfilling sponsor obligations
 - Concept packets, social media posts, email and website logo placements, and printed signage
- Work with local media and other organizations to promote the organization
 - Including press releases, news appearances, & other partnerships
- Write, design, and distribute mass email and text communications
 - Communications are sent to up to 23,000 contacts
- Design print deliverables including annual and financial reports, merchandise, flyers, and banners

Social Media Manager | June 2024 – August 2024

- Managed and increased social media presence across Instagram, Facebook, and LinkedIn
- Created systems to plan social media posts and track their metrics
- Created static and short form video content

JMU Dining

August 2023 – May 2024

Graphic Design and Events Intern

Harrisonburg, VA

Run by Aramark, JMU Dining oversees 28 locations and is currently ranked 8th in the United States for its food by the Princeton Review's 2025 list for Best Campus Food, remaining in the top 20 for the last 24 years.

- Designed digital and print collateral for themed dining events
- Designed, created, and built 3D set pieces for themed dining events

EDUCATION

James Madison University

May 2024

Bachelor of Science, Media Arts and Design (Creative Advertising Concentration)

Harrisonburg, VA

- **GPA: 3.91**; Summa Cum Laude
- President of Kappa Pi International Art Honor Society
- Creative Director of Bluestone Communications, a Nationally Affiliated Student Run Public Relations Firm

SKILLS & INTERESTS

- **Technologies:** Adobe Illustrator, Indesign, Lightroom, and Photoshop; Canva; Hootsuite; Meta Business Suite; Microsoft Excel, and Trello
- **Technical Skills:**
 - Technical and Creative Writing, Event Planning, Branding, Graphic Design, and Social Media Management
- **Interpersonal Skills:**
 - Client and Sponsor Relations, Communication, Organization, Collaboration, and Resourcefulness
- **Interests:** Nature, Hiking, Crafting, Journaling, Reading, & my dog Bella!