

OLIVIA BRZEK

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KEY SKILLS

Adobe Creative Suite: Photoshop, Illustrator, InDesign, After Effects, Lightroom, Premiere, Animate

Public Relations: News releases, fact sheets, photography, brochures, crisis communication, grant proposals, print ads, branding, campaign creation, e-mail marketing, canvassing

Creative Software: Figma, Avid Media Composer, iNews, Spark, Sketch, QWire, Clip Studio Paint, Trello, Google Gemini, ChatGPT, Midjourney

Social Media: Instagram, Facebook, X, YouTube, Threads, Reddit, Tumblr, TikTok, LinkedIn, Discord, Snapchat, Pinterest, Bluesky,

EXPERIENCE

Marketing Coordinator, Caton Commercial Real Estate

March 2025 - Present

- Managed multi-channel marketing campaigns, including the production and distribution of print material, email marketing initiatives, and the maintenance of digital listings to ensure brand consistency and maximize reach.
- Streamlined operations by implementing workflow optimizations and maintaining digital filing systems to ensure data accuracy and team efficiency

Marketing Intern, Bolingbrook Park District

May 2024 - Aug 2024

- Developed creative social media campaigns and content to promote engagement towards current and target audiences.
- Designed and photographed signage and marketing materials to place in park district newsletters, program brochures, and across facilities.

Production Intern, Marquee Sports Network

April 2024 - June 2024

- Assisted in-game and traffic logging and the creation of shortlists/highlights for Chicago Cubs and Chicago Sky live games.
- Compiled video clips, graphics, and other content according to producer instructions.

Executive Producer, Lewis University Television Network

Sept 2023 - Dec 2024

- Oversee all aspects of production for a weekly news and entertainment program, including brainstorming ideas, pitching stories, booking guests, and writing scripts.
- Manage a team of 10 students, including producers, directors, camera operators, and editors.

Graphic Designer, The Flyer Newspaper

Aug 2022 - Dec 2024

- Design and format print and online creative visuals for an award-winning student-run newspaper.
- Work with editors and journalists to create visually appealing and informative graphics.

Social Media Manager, Lewis University

Oct 2021 - Dec 2024

- Generate social media calendars and content; help to increase social media engagement and brand awareness.
- Create and execute social media campaigns to promote events, programs, and resources.

EDUCATION

Art Direction book 180

Oct 2025 - Apr 2026

Bachelor of Arts in Public Relations and Advertising

Aug 2021 - Dec 2024

Lewis University

- Minors in Graphic Design and Digital Marketing
- Awards:** 2023 Outstanding Student Worker, Dean's List 2021 - 2023, Presidential Scholarship for Academic Achievement 2021 - 2024
- Final CGPA: 4.00