



OLIVIA RUTT

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/oliviarutt

EDUCATION

WILFRID LAURIER UNIVERSITY – 2009 to 2013

Honours BA Journalism, General BA Contemporary Studies with Broadcast and Environmental Studies Options

CONESTOGA COLLEGE – 2011 to 2012

Videography - Broadcast Journalism/Documentary Post-Graduate Diploma

NEW YORK INSTITUTE OF PHOTOGRAPHY – 2010 to 2013

The Complete Course in Professional Photography

EXPERIENCE

THE WELLINGTON ADVERTISER – 2015 to present

Reporter/Photographer

- Researched, wrote and edited multiple articles for print and online publications
- Utilized twitter to actively grow engagement with readers (5,100+ organic followers)
- Covered council meetings, news conferences and events
- Researched and wrote on various topics such as spot news, politics and police/crime
- Collected and investigated information through interviews and research
- Utilized various software such as Adobe InDesign, Photoshop, Microsoft Word and OneNote to organize, write and design documents

NITPICS – 2011 to Present

Photographer, videographer and writer

- Built a travel writing and photography business, which included contracts for photography, videography, design and written products
- Used social media tools to manage various social media platforms
- Designed internal and external communication and marketing strategies for clients
- Researched and wrote posts to engage and inform readers at mywanderingvoyage.com

THE FACE INC. MAGAZINE - 2014

Managing Editor

- Wrote, photographed, edited and designed multiple stories both in print and online
- Increased reach, engagement and followers on various social media platforms
- Attended numerous events and covered both expected and spontaneous stories
- Used social media management tools to organize social campaigns

BULWARK LEGAL SERVICES – 2013 to 2015

Office and Social Media Manager

- Designed advertisements and marketing strategies
- Launched the company's first website, blog and social media sites
- Researched and wrote posts to engage and inform readers
- Wrote and implemented a Policy and Procedures Manual, including social media policies
- Organized and managed strategic planning meetings

ACCOMPLISHMENTS

Completed Matador University – Fundamentals of Travel Writing

Completed social media improvement courses including "Instagram for Success"

Graduated in the top three in Honours Journalism Class of 2013

Second place winner of general excellence and third place winner of best "grip and grin" photo with Ontario Community Newspaper Association's Better Newspaper awards - 2017

School of Media and Design - Best Reporter Award 2012

SKILLS

Adobe Production Suite – Social Media Tools and Platforms (Hootsuite, Buffer)

CP Style – Interviewing and Research – Oral and Written Communication