BRIAN OLMO

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PROFESSIONAL EXPERIENCE

THE PALM BEACH POST **West Palm Beach, FL**
Video Reporter July 2026 – Present

- Produce rapid-turnaround video journalism covering breaking news, crime, politics and national affairs, delivering timely reporting across digital and social platforms.
- Serve as the newsroom's primary video editor and oversee social media scheduling and distribution across Instagram, TikTok and Facebook, collaborating with reporters to publish multimedia content.
- Recognized by the USA TODAY Network for contributing to a 257% month-over-month increase in Instagram views; produced content generating 1.3 million combined Instagram and TikTok views.

INTEGRATIVE MOVEMENT SCIENCES INSTITUTE - IMSI **Miami, FL**
Communications Fellow July 2025 – January 2026

- Edit a series of short-form educational videos for YouTube, LinkedIn and Instagram.
- Travel to the IMSI Symposium in California and conduct interviews with researchers.
- Write blog posts and in-depth feature stories relating to biomechanics and other health topics.

NATIONAL AERONAUTICS AND SPACE ADMINISTRATION - NASA **Miami, FL**
Translational Research Institute for Space Health Communications Fellow January 2025 – May 2025

- Wrote copy discussing TRISH funded research for online publication and broader audiences.
- Created still and motion graphics alongside captions for social posts that bolster TRISH's public and scientific outreach.
- Created short video series featuring TRISH leadership and initiatives.
- Organized and executed a year-long communications campaign for Metabolic Manipulation and Human Hibernation project, consisting of blog posts, podcast appearances and short-form video content.

PANTHERNOW - NEWSPAPER AT FIU **Miami, FL**
Editor-in-Chief April 2024 – December 2024

- Garnered over 750,000 views, 30,000 likes and 500 followers on the publication's Instagram.
- Spearheaded the development of a new website, creating mock designs in Figma and Framer.
- Launched an aggressive hiring campaign, bringing in 60 new writers, photographers and artists

NBC SPORTS **Miami, FL**
News Desk Intern September 2022 – December 2022

- Created SEO-optimized titles and descriptions for NBCSports.com, Peacock and NBC Sports YouTube.
- Edited, captioned and published 50+ video clips in MPX from shows like "Pro Football Talk," "Chris Simms Unbuttoned" and "The Dan Patrick Show."
- Regularly updated website with new content through Drupal and WordPress.

EDUCATION

FLORIDA INTERNATIONAL UNIVERSITY **Miami, FL**
B.A. in Public Relations, Marketing and Applied Communications

SKILLS

- Skilled with video editing software (CapCut, Final Cut Pro, Adobe Premiere, Adobe After Effects).
- Expert with graphic design software (Canva, Adobe Photoshop, Adobe Illustrator, Adobe InDesign).
- Skilled in tracking campaign performance and KPIs with various softwares (Hootsuite, Sprout Social).