

# Olivia Dowell

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## Experience

### **Media Relations Graduate Assistant**

**May 2023- present**

Sun Devil Athletics- Tempe, Ariz.

- Serves as the primary media relations contact and sports information director (SID) for Swim and Dive and Women's Tennis
- Manages social media efforts for both Swim & Dive and Women's Tennis to highlight current student-athletes accomplishments in addition to coaches, alumni and pros
- Wrote press releases, feature stories and additional media communications to promote student-athletes and coaches such as:
  - Meet and match previews for both programs in addition to match and meet recaps
  - Season previews for both programs
  - Schedule releases for both programs
  - Competition for student-athletes and pros at non-collegiate events (2023 World Aquatics Championships, 2023 US Open Championships, 2023 Pan American Games and fall tennis tournaments both at collegiate and international level)
- Responded to requests for information from media and arranging interview availability between student-athletes and media members

### **Media Relations Intern**

**Aug. 2021- May 2023**

Sun Devil Athletics- Tempe, Ariz.

- Assist sports information directors in Football, Wrestling, Men's and Women's Basketball and Softball as well as assisting in other sports as needed on gamedays
- Write press releases such as feature articles, game previews and recaps such as:
  - Game recaps across the 2022 season for Sun Devil Softball as the program advanced to Super Regionals
  - Previews for the 2021 season for Sun Devil Volleyball and features throughout the 2021 and 2022 volleyball seasons
  - Wrote recaps for all home wrestling meets in the 2022-23 season
  - Assist with releases outside of specific sports such as releases on the graduation of athletes
- Take part in social media efforts for a variety of sports on Instagram, Twitter and Facebook
  - Live tweeted home meets for Sun Devil Wrestling in 2022-23
  - Captured content for Sun Devil Softball during home games on the team's Instagram story and posting on Instagram in the 2022 and 2023 seasons

### **Gameday Media Relations Intern**

**Aug. 2022- Dec. 2022**

Arizona Cardinals- Glendale, Ariz.

- Transcribed quotes from players and coaches from both the Cardinals and the visiting team
- Assisted in media credential check-in, photo vest checkout and press box meal check-in
- Set up press box prior to the game with flipcards and game stats

### **Box Office Attendant**

**Feb. 2022- Oct. 2022**

Sun Devil Athletics- Tempe, Ariz.

- Greeting patrons in a professional and friendly manner and providing excellent customer service.
- Selling tickets to patrons on the phone and in person.
- Distributing will-call tickets.
- Answering phones and providing accurate information to callers and walk-up patrons.

### **Marketing and Communications Intern**

**May 2022- Aug. 2022**

City of Olathe- Olathe, Kan.

- Write press releases on Parks and Rec events and employees throughout the whole city
- Shoot photos of locations in area
- Create flyers for events in Parks & Rec

## Education

### **Master of Science, Digital Audience Strategy**

**May 2023- May 2024**

Walter Cronkite School of Journalism and Mass Communication at Arizona State University- Phoenix, Ariz.

### **Bachelor of Arts, Sports Journalism**

**Aug. 2020- May 2023**

Walter Cronkite School of Journalism and Mass Communication at Arizona State University- Phoenix, Ariz.

- Received a minor in Business and a certificate in Sales and Marketing Essentials from the W.P. Carey School of Business

## Programs and Apps

- Twitter and Twitter Ads
- Facebook and Meta Business Suite/ Ads
- Instagram and IG Reels
- Adobe Suite (Id, Ps, Ai)
- Slack and Microsoft Teams
- Google Analytics
- Dropbox and Google Suite
- SIDEARM