

# Olivia Ground

(812) 972-4385

[oliviarground@gmail.com](mailto:oliviarground@gmail.com)

[oliviarground.myportfolio.com](http://oliviarground.myportfolio.com)

## Education

Aug. 2021 - May 2025

**Ball State University** - *B.S. Advertising*

Minors in Sociology and Women and Gender Studies.

## Skills

Social Media, Graphic Design, Photography, Videography, Editing, Writing in AP Style, Brand Management, Adobe Creative Suite, Communication, Campaign Planning, Research, Leadership

## Experience

Aug. 2023 - PRESENT

**Ball State Daily News, Ball State University** - *Digital Managing Editor*

- Managed SEO for the website, as well as general website maintenance
- Managed a website with daily news content
- Managed photo, video, design, and, social media teams
- Made ethical and managing decisions for a newspaper
- Created and led ideas on engaging multimedia content
- Edited weekly stories and features
- Led two different election reporting teams

May 2024 - PRESENT

**First Merchants Bank, Muncie, IN** - *Content Marketing Intern*

- Completed target audience research
- Created a campaign plan and social media strategy for Instagram
- Created a 52-week financial wellness plan- including copy, designs, and photography
- Used Adobe Creative Suite to complete the projects
- Created talent acquisition graphic content and videos
- Wrote blogs for SEO about financial wellness
- Updated existing social media content templates
- Created engaging motion graphics

Aug. 2022-May 2023

**Ball State Daily News, Ball State University** - *Social Media Editor*

- Managed Social Media Platforms, including Facebook, Instagram, TikTok, and Twitter
- Created photo, video, and copy content for social media
- Designed social media content using Adobe products

- Produced plans and strategies to tell stories through social media
- Read and reported analytics from Meta platforms
- Saw a rise in engagement of over 40% on all platforms

May 2023 - June 2023

**Harrison County Convention & Visitors Bureau, Corydon, IN- *Marketing Intern***

- Created copy for travel brochures, pamphlets, and website content
- Took and edited photos for marketing use
- Created engaging social media content, specifically Reels and TikToks

**Participation and Involvement**

**WCRD 91.3, Ball State University**

- Hosted a live show, also operating the equipment
- Attended Indianapolis-area concerts to write show reviews
- Took concert photos for publication

**NewsLink Indiana, Ball State University**

- Produced video content
- Completed on-air interviews
- Aided in online content production

**Masters in Emerging Media, Design, and Development- David Letterman Learning Experience, Ball State University**

- Participated as an undergraduate student in a masters program project in transmedia storytelling

**American Advertising Federation, Ball State University**

**Awards**

**Ball State Top 50 Students- 2024**

**Associated Collegiate Press Advertising and Business Pacemakers**

Audience Engagement Event, Second Place, 2024

**Associated Collegiate Press, Multimedia Story of the year**

Honorable Mention (twice), Interactive Infographic, 2024

**Indiana Collegiate Press Association, DI News Publications**

News Photography, First Place, 2024

Staff Opinion/Editorial, First Place, 2024

Staff Opinion/Editorial, Second Place, 2024