

# Olivia Consol

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## Work Experience

**Freelance Content Marketing Writer, Remote** — March 2015 to present

- Draft and edit marketing copy including blog posts, articles, newsletters, pitches, and press releases for PR clients
- Communicate effectively with clients and manage short- and long-term projects
- Manage business activity, including invoicing, marketing, and budgeting

**Baker, Malvern Buttery, Malvern, PA** — Oct. 2020 to present

- Mix, shape, and bake a variety of naturally leavened breads, with an emphasis on local, healthy ingredients
- Test recipes and offer ideas for new menu items
- Collaborate with savory and pastry teams and assist with prep

**Communications Coordinator, Food Bank of the Southern Tier, Elmira, NY** — Aug 2016 to June 2017

- Created and managed content for the Food Bank's website, newsletter, and fundraising materials
- Worked with in-house dietitians to promote healthy recipes to clients
- Identified newsworthy stories and handled all media relations, resulting in 130 media placements
- Managed Facebook, LinkedIn, Twitter, and Snapchat accounts with a total audience of nearly 10,000 followers
- Promoted major fundraising events through community outreach, print and digital advertising, and social media

**AmeriCorps Education & Outreach Asst., Food & Health Network, Whitney Point, NY** — Aug 2014 to Aug 2016

- Provided nutrition education to more than 500 preschool and school-age children
- Planned and hosted monthly taste tests and cooking classes for food insecure families
- Created the "Food for Thought" blog and wrote monthly articles about food and agriculture news and policy
- Collaborated with community partners to grow programs and connect with stakeholders

## Education

**Roy H. Park School of Communications, Ithaca College, Ithaca, NY** — Aug 2010 to May 2014

- Bachelor of Science, *cum laude*, Integrated Marketing Communications; minor in Art History

**Chef School, George Brown College, Toronto, ON** — May 2019 to Dec 2019

- Baking and Pastry Certificate

**Dr. Sears Wellness Institute** — Jan 2021 to Oct 2021

- Certified Health Coach

## Additional Skills & Experience

- Experience with Microsoft Office, Google Workspace, Adobe Suite, Google Analytics
- Certified Community Educator, Food Bank of the Southern Tier Hunger Education Program
- English Language Teaching Assistant, Auxiliares de Conversación, Bilbao, Spain — Sept 2017 to May 2018