OLIVIA LEMONGELLO

South Florida | 954-647-5103 | oal29@miami.edu

PROFESSIONAL PROFILE

Marketing graduate student with a background in communications, digital marketing, content creation, and customer-facing entrepreneurship. Experience supporting creator sourcing and influencer marketing workflows, developing campaign concepts, and coordinating projects. Interested in brand strategy, social media, and creative advertising.

EDUCATION

University of Miami — Miami Herbert Business School | *M.S. in Marketing* | *Expected 2027*

Florida Atlantic University | *B.A. in Communication, Minor in Digital Marketing* | *May 2026*

RELEVANT EXPERIENCE

DreamFormic — Marketing Intern / Independent Contractor | *October 2026–Present*

- Support influencer and creator discovery for brand campaigns, including researching potential partners and reviewing creator fit against campaign criteria.
- Assist with digital marketing workflows and campaign-related research using creator-sourcing tools.

Independent Pet Care Business — Owner / Operator | *June 2022–Present*

- Built and manage a repeat-client service business, coordinating bookings, client communication, scheduling, and service delivery.
- Maintain client relationships through reliable service, tailored care, and referrals.

Golf Course — Beverage Cart Attendant | *June 2023–January 2024*

- Delivered customer service and managed on-course food and beverage sales in a fast-paced hospitality environment.

SELECTED MARKETING PROJECTS & LEADERSHIP

RIMOWA World Passport — Independent Academic Campaign Concept | University of Miami, 2026

- Collaborated on a student-led, hypothetical RIMOWA brand-awareness campaign for graduate coursework (not affiliated with the brand); proposed digital passport gamification, an experiential pop-up, and KPIs for engagement and awareness.

Alpha Xi Delta — Campus Activities & Programming Leadership | *2023–2026*

- Supported planning, promotion, and coordination of chapter activities and student events.

SKILLS & CERTIFICATIONS

Marketing: Social media strategy, content planning, influencer research, brand positioning, campaign ideation, audience research, reporting fundamentals

Tools: Canva, CapCut, Google Workspace, basic Google Analytics 4, creator-sourcing platforms

Certifications: HubSpot Academy — Social Media Marketing (valid through 2027); Content Marketing (valid through 2027). Additional coursework/certifications in digital marketing and advertising.

Languages: English; intermediate Spanish