



OLIVIA LAYNE MCCOWN

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SKILLS

COPYWRITING	● ● ● ● ●
JOURNALISTIC WRITING	● ● ● ● ○
PHOTOGRAPHY	● ● ● ● ○
VIDEOGRAPHY	● ● ● ○ ○
REPORTING	● ● ● ○ ○
GRAPHIC DESIGN	● ● ● ○ ○
CREATIVE CONCEPTING	● ● ● ● ○
ADOBE CREATIVE CLOUD	● ● ● ● ○
MICROSOFT OFFICE	● ● ● ○ ○
GOOGLE SUITE	● ● ● ● ●
AUDIO PRODUCTION	● ● ● ○ ○
SOCIAL MEDIA SKILLS	● ● ● ● ○
ADAPTABILITY	● ● ● ● ●
TEAMWORK	● ● ● ● ●
RESOURCEFULNESS	● ● ● ● ●

AWARDS

NATIONAL STUDENT ADVERTISING COMPETITION
Spring 2021
District 9, second place

2022 NEBRASKA ADDY AWARDS | NSAC 2021-22
Silver - Tinder TV Advertisement
Silver - Tinder Integrated Advertising Campaign
Silver - Tinder Copywriting
Silver - Tinder Cinematography

ACADEMIC HONORS
Dean's List, 2018 - 2022

EDUCATION

UNIVERSITY OF NEBRASKA-LINCOLN

Bachelor of Journalism

Majors: Journalism, Advertising & Public Relations

Minors: Communication Studies, Film Studies

Graduation: May 2022

GPA: 3.978

EXPERIENCE

COPYWRITING INTERN | LINCOLN, NE

Swanson Russell

February 2022 - Present

Write copy for multiple clients, develop creative concepts and brand strategy.

MARKETING INTERN | LINCOLN, NE

Foundation for Lincoln Public Schools

April 2021 - February 2022

Wrote and edited marketing materials, produced seasonal newsletters, and developed strategic fundraising campaigns.

CONTENT STRATEGIST | LINCOLN, NE

The Foundry / Nonprofit Hub

May 2019 - March 2021

Produced and edited all written content (blog posts, magazine articles, advertisements, website and email copy), managed all social media pages.

LEADERSHIP

UNL NATIONAL STUDENT ADVERTISING COMPETITION | 2020 - 2022

Exec Team, Co-Creative Director, Copywriter, Video, Strategy

Lead creative team, wrote copy aligning with the client brief and campaign messages, researched key findings about client and target.

UNL AD CLUB EXEC TEAM | 2021 - 2022

Public Relations Director

Strategized social media presence, crafted engaging copy, networked with industry professionals, organized club meetings.

COMMUNICATIONS CHAIR | 2018 - 2020

Ted X Youth Lincoln

Created written and design content and managed social media pages. Coordinated with young creatives to follow a strategic message for the event.

