Olivia Chen

MARKETING INTERN

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SUMMARY

Marketing student at The University of Texas at Austin, graduating 05/2027, with 2 years of part-time marketing work at a B2B software company and a local fitness studio. Creates Instagram and LinkedIn content in Canva and Adobe Creative Suite, builds campaign reports in Excel and PowerPoint, and writes email copy with attention to detail.

EXPERIENCE

Marketing Intern

05/2026 - Present

Hill Country Software — Austin, TX

Part-time internship (full-time over the summer) on a 6-person team at a B2B scheduling software company.

- Create **12** Instagram and LinkedIn posts a week in Canva, growing LinkedIn followers from 3,100 to 4,600.
- Build weekly Excel reports on email, social and webinar results for the marketing manager's Monday meeting.
- Draft 4 customer newsletters and 2 case studies in Word, each reviewed and published within a week.
- Update 600 contact records in HubSpot and tag webinar leads so sales can follow up within 2 days.

Marketing Assistant

09/2024 - 04/2026

Eastside Yoga Collective — Austin, TX

Part-time role at a 2-location yoga and fitness studio.

- Designed class flyers and Instagram stories in Adobe Creative Suite, posting 5 times a week.
- Grew the studio's Instagram audience from 900 to **2,400** followers in 18 months.
- Created PowerPoint decks for 3 quarterly owner meetings on class sign-ups and promo results.
- Organized 2 community events with local cafes that brought in 85 new members.

SKILLS

Canva | Adobe Creative Suite | Instagram | Excel | PowerPoint | Word | HubSpot | Email Copywriting | Attention to Detail | Written and Verbal Communication

EDUCATION

Bachelor of Business Administration

05/2027

The University of Texas at Austin — Austin, TX

Marketing

CERTIFICATES

Inbound Marketing Certification

06/2026

HubSpot Academy