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EXPERIENCE HIGHLIGHTS

Created and executed marketing content for Plufl Bed, leading to a viral SharkTank USA feature, and features on Jimmy Fallon, Forbes 30, and The Drew Barrymore Show.

Founder of BrainBox Education: Secured funding, press coverage, and recognition from BC MLAs for developing an interactive life skills program. Manages all aspects, including marketing, PR, and product development.

Directed digital marketing efforts for JORDEL, an R&B artist, increasing streams by 1000%, reaching 100k streams in one week, leading directly to a management deal and major Spotify playlist features.

AWARDS

UBC Centennial Scholar

This award is given to students who show excellence in leadership, academic abilities, and community engagement.

Marilyn Pinder Award | Spanish

Awarded to students for excellence in second language acquisition (98% average)

Olivia Stedman

Senior Marketing Strategist, Digital Brand Manager, Creative Leader

A highly innovative, data-driven, and creative Marketing Strategist and Brand Manager with over five years of global expertise in developing and executing high-impact marketing campaigns. Seeking a Senior Marketing role with a company that values bold, outside-the-box thinking. Proficient in crafting end-to-end marketing strategies, from product positioning and audience research to in-depth content planning and execution across multiple platforms.

My goal is to leverage my proven experience in landing brands on major platforms such as *Shark Tank USA*, *Forbes*, and *The Drew Barrymore Show*, showcasing my ability to elevate brand visibility and drive international engagement. Whether collaborating with multinational teams or leading local campaigns, I consistently deliver strategies that resonate on a global scale, position brands as industry leaders, and allow them to stand out in competitive markets.

RELEVANT WORK EXPERIENCE

Digital Marketing & Brand Manager | Freelance

Via Media • Global • January 2020 - Present

Currently serves as the Digital Marketing and Brand Manager for over 10 active clients, with a portfolio of 60+ to date. Specializes in assessing product-market fit, audience segmentation, competitive advantages, and threats to position brands effectively across digital platforms and physical mediums. Works across global markets and industries including CPG, Hospitality, Events, Beauty & Wellness, Food & Beverage, Fashion, and Design. Experienced in celebrity social media brand management.

Develops data-driven digital marketing strategies, while coordinating teams, and producing visual content assets and marketing materials. Crafts detailed content briefs for junior teams, drafts press releases, manages and optimises paid ad and OOH marketing budgets, and plans influencer partnerships.

- Doubled inbound leads for a local wellness center through a strategic OOH (billboard, transit, and magazine) ad campaign paired with organic digital content, resulting in a 350% ROI.
- Secured 10+ PR placements for ARALEA Beauty through organic digital content, leading to international retail expansion in under one year from brand conception.
- Directed multi-channel campaigns, including billboards, transit ads, and digital activations, reaching 10M+ people in 2023 across organic and paid channels.
- Developed a series of viral video campaigns for Plug Vancouver that achieved 1.6 Million views and boosted the follower count by 200% in under two weeks.
- Re-strategised Game Changer Foods' digital marketing approach, increasing brand visibility by 300%. This growth attracted distributor attention, expanding the brand from 5 to over 100 retailers in under one year, including placement in a major national retailer.
- Created and managed launch strategy for a new wellness snack leading to a 285% sales increase and 100k organic social media impressions in one day.
- Produces 10 pieces of original content daily, strategized and posted across 10 accounts.
- Generates a consistent 45% average open rate on email campaigns across all clients and a 2.8% CTR.
- Experienced in celebrity brand management (fit52 with Carrie Underwood), large-scale national brands (Kindbody Fertility), travel related photo & video content, and more.

Marketing Assistant & Social Media Manager | Contract

Downtown Van Business Improvement Association • Vancouver • July - September 2023

- Spearheaded social media campaigns across 10 channels, growing the main Instagram account by 32% (25k to 33k followers in 60 days) and reaching 1.5M+ people.

SKILLS & PROGRAMS

Campaign Management | Social Strategy |
Video Production | Photography | Paid Ads |
SEO & Analytics | Creative Direction | Event
Marketing | Influencer Relations | Branding
& Rebranding

Tools: Google Analytics, Hootsuite, Sprout
Social, Canva, Adobe Suite, After Effects,
Klaviyo

Languages: English (Native), Spanish
(Working Level), French (Intermediate)

- Launched the Granville Block Party Instagram account, achieving growth from 0 to 1,500 followers and 90k reach in 7 days.
- Managed content for 35+ businesses in Vancouver's Downtown Core, increasing foot traffic through strategic social campaigns and 250k+ video views.
- Optimized digital ads, driving 700 weekly website clicks and 15k profile views.
- Cultivated relationships with global brands, including Hyatt Regency and the Amsterdam Trade Commission, producing tailored content strategies.
- Managed weekly 4 figure marketing budgets, making calculated ad spend decisions, and conceptualized future digital marketing efforts aligned with approved budgets.
 - Successfully managed influencer relationships and event building, optimizing engagement and brand visibility.

Social Media Manager & Marketing Assistant

Elumind Centres for Brain Excellence • Vancouver • August 2020 - September 2022

- Led brand strategy, voice, and market positioning, across all platforms, managing social media planning, email marketing campaigns, content calendar creation, photography, and copywriting.
- Grew brand social media following from 300 to 1000 in one month through organic engagement and creative content, consistently boosting engagement by 65%+ weekly.
- Worked alongside Marketing Director managing 5 figure budgets allowing me to manage and design the brand's first billboard campaign at the coveted Lion's Gate Bridge, and the brand's first two-page magazine spread for the North Shore News Health Guide.
- Strategized and led all online marketing efforts, integrating psychological research to optimize messaging.
 - Reached 400k+ people in one week through a digital ad campaign and grew TikTok following by 2000+ with viral content in under one week.

EDUCATION & CREDENTIALS

Bachelor of Arts in Psychology

University of British Columbia, Vancouver | Major Entrance Scholar, Global Top 40 University

Certifications: Google AdSense, Google Analytics, Google Digital Marketing, Facebook Ads, Instagram Marketing Fundamentals, Google Digital Garage, Hubspot Academy, Facebook Blueprint, Canva Academy, Adobe Academy, Influencer Marketing Hub, Twitter Flightschool, TCPS-2 Certification |
Updated as of 2023