

OLIVIA J. WIENS

Partnership Marketing | 480.717.1223 | olivia.wiens@outlook.com

EDUCATION

Crown College | B.S. in Business Administration and Marketing

May 2020

GPA: 3.87

Minor in Data Analytics

Honors: magna cum laude, Senior Honor Medallion Award

Varsity Softball Division III Team Captain: 3 years

PROFESSIONAL EXPERIENCE

Canucks Sports & Entertainment (NHL) | Account Exec., Partnership Marketing **Jan. 2023 - Present**

- Manage, support, and implement contracts for 12 Corporate Partners of Canucks Sports & Entertainment (CSE) properties, including prominent brands like Rogers, Lululemon, NexGen Energy, and Parq Casino & Hotels, with annual revenues ranging from \$50,000 to \$23,000,000.
- Facilitate and innovate partner contracted assets, spearheading initiatives like the NexGen Youth Mentorship Program, which provided 25 out-of-town guests with an exclusive three-day VIP experience in Vancouver.
- Conceive, coordinate, and execute high-profile contests such as the "Game Changer Reno" sponsored by LiUNA! to award a BC community rink with \$100,000 for renovations, featuring an event with Canucks Alumni.
- Lead partner events and game nights, orchestrating cross-departmental collaboration, including the Rogers Open House for 10,000 Rogers customers with a budget exceeding \$80,000.

D&Z Marketing Agency | Project Manager

June 2022 – Jan. 2023

- Managed 10 client accounts including CheckSammy, Veryfi, The Werc Shop, and Canvass AI, on unlimited marketing deliverable subscriptions, overseeing more than 150 projects at a time with project turnaround timelines of 5 business days.
- Coordinated, tracked, and provided feedback to in-house creative teams on client projects like the CheckSammy website development, ensuring seamless execution from concept to launch.
- Contributed to the training of 3 new project manager hires through job shadowing, co-chairing accounts, and daily check-ins.

Dolsie's Lunch Box Grille | Marketing Manager

June 2016 - March 2022

- Developed marketing campaigns to enhance restaurant visibility, identify target markets, and devise effective social media strategies.
- Managed social media presence, growing Facebook following from 150 to 5,200 followers over 3 years.
- Designed and maintained a custom Squarespace website, generating over \$1,500 in weekly revenue.

Crown College | Content Marketing Team Lead

June 2018 – Dec. 2019

- Coordinated a social media team of 5 students, ensuring alignment with project vision and goals while executing individual roles effectively.
- Developed written content for website, podcast episodes, and social media platforms, boosting Facebook follower engagement by 33.3% in likes, page views, and comments over the previous 6 months.

KEY SKILLS

- Microsoft Office Suite and Google Workspace (G Suite)
- Analytics Tools (Nielsen, Blinkfire Analytics, Trajectory)
- Sponsorship Software
- Social Media Management (Buffer, Agorapulse, Hootsuite)
- Project Management Software (Wrike, Trello, Basecamp, Monday.com, Slack)
- Relationship Management