

OLIVIA KOWALSKY

MARKETING STRATEGIST

CREATIVE STRATEGIST WITH 3+ YEARS GROWING BRANDS THROUGH CAMPAIGNS, CROWDFUNDING, AND BRANDED PARTNERSHIPS. SKILLED AT BLENDING CREATIVE DIRECTION WITH DATA DRIVEN ANALYSIS THROUGH PAID ADS AND CONTENT DEVELOPMENT

CONTACT

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EDUCATION

Savannah College of Art and Design (SCAD)
BFA - Animation, Storytelling, Design
Minors - Storyboarding, Creative Writing, Sequential Art

CERTIFICATIONS

Social Media Marketing, META - 2025
Project Management, Google - 2025
Financial Statement Analysis, Intuit - 2025
Bookkeeping I, Intuit - 2025
Accounting II, Intuit - 2025
Accounting I, Intuit - 2024
Chinese HSK 1-3, Peking University - 2024
Excel 2022-2024, Microsoft - 2024

SOFTWARE

| | |
|-----------------|---------------------|
| Adobe Photoshop | Adobe Illustrator |
| Adobe Premiere | Adobe After Effects |
| Clip Studio Pro | Toonboom Suite |
| Toonboom Suite | Monday.com |
| Shotgrid/Flo | Microsoft Suite |
| Google Suite | ClickUp |
| Asana | Miro |
| Canva | Netsuite |
| | Corpay |

LANGUAGES

English (Fluent)
Chinese (HSK 3)
Japanese N5

WORK

Twisty Tiger Productions November 2024- August 2025
Creative Strategist & Campaign Consultant, Designer

- **Global Streaming Platform (NDA)** - Creative & Financial Strategist - Produced investor presentations including budget analyses and market comparables, supporting greenlight decisions for an upcoming film project
- **Major Hollywood Studio (NDA)** - Creative & Financial Strategist - Built and delivered budget analysis and comparables, supporting greenlight decisions for an upcoming pitch project
- **Gatorade (META Commercial Campaign)** - Storyboard Artist - Created visual direction for upcoming "Gatorade Rewards" social media campaign
- **Zoom (Training Media)** -Design - Produced media, including presentations for Zoom, for financial reporting
- **Truman Films (Tiktok/TV Campaign)** - Storyboards - Provided 10 0:30 second commercial TV/Social Media advertisement direction for director and producer
- **Anachronaut Productions (Social Media Campaign, Kickstarter Campaign)** - Creative & Financial Strategist - Delivered financial analysis and comparables for upcoming animated content, securing \$30,000 in funding for upcoming projects. Collaborated with other companies for successful funding and cross-platform collaboration. Managed social media, targeting LinkedIn, growing followers from 200 → 4000+ through key KPIs
- **Danielmations (Kickstarter Campaign)** - Creative + Financial Strategist - provided comparables, financial budgeting, and cross-branding collaborations for social media campaigns.

Briefly Inc April 2024- April 2025
Storyboard Artist for Campaigns, Asset & Presentation Designer

- Collaborated with Briefly on over 30 advertisements for social media as designer and storyboard artist, for brands KIND, Inland Legal, the California Courts and more
- Collaborated with FEMA as storyboard artist and designer for upcoming PSA campaign for natural disasters and prevention, providing animated materials and commercial direction for TV and social media

RESIDENT September 2023- March 2024
Storyboard Artist

- Collaborated as storyboard artist to over 10 TV and social media commercials for META & TikTok for their brands: Dreamcloud, Seina, Nectar, providing visual direction for the film crew & actors