

# OLIVIA BACKUS

CONTENT MARKETING | PUBLIC INFORMATION | DIGITAL CONTENT STRATEGY | COMMUNICATIONS

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## PROFESSIONAL SUMMARY

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Marketing and communications professional with nearly four years in dedicated marketing roles and experience running an independent business. Plan and publish accessible content for the fifth largest public school district in Indiana, including digital campaigns, website stories, newsletters, interviews, executive messaging and video. Apply strategy, content marketing, SEO, email automation, cross-functional collaboration and performance analytics to help people understand complex information and improve campaign results.

## CONTENT MARKETING & PROFESSIONAL SKILLS

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Content Marketing Strategy • Editorial Calendars & Publishing Workflows • Public-Sector Communications • News & Media Relations • Long-Form Writing & Editing • Story Sourcing & Interviews • Content Repurposing • Email & Lifecycle Marketing • SEO & Website Content • Social & LinkedIn Content • Project Management • Cross-Functional Leadership • Analytics & Reporting • Visual Storytelling • Executive & Crisis Communications

## TECHNICAL SKILLS

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WordPress CMS • Google Analytics 4 (GA4) • Mailchimp • ServiceTitan CRM • ParentSquare • Meta Business Suite & Ads Manager • Adobe Photoshop, Illustrator, Lightroom & Premiere Pro • Canva • CapCut • Microsoft Word, Excel & PowerPoint • Google Workspace • AI-Assisted Workflows (ChatGPT, Cursor, Vercel) • Video & Photography

## PROFESSIONAL EXPERIENCE

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### Communications & Marketing Coordinator | Perry Township Schools

Indianapolis, IN | July 2024–Present

- Generated 7.1M+ Facebook views (March 2025–September 2026) through original stories, audience-focused campaigns and performance analysis across channels serving 35K+ social followers.
- Supported 761 additional kindergarten enrollments through a targeted multichannel campaign that generated 138K+ views, including an 88K+-view video.
- Manage editorial planning, writing and publishing across district websites, newsletters, email, ParentSquare, social channels and video for 16,000 students and 2,300+ employees.
- Translate policy updates, school initiatives and time-sensitive announcements into clear, accurate content for families, staff, community members and local media.
- Produce superintendent presentations, executive communications, press materials and crisis messages, coordinating directly with district leadership and subject-matter experts.
- Oversee 25+ WordPress websites and train 25+ webmasters on CMS publishing, editorial workflows, brand standards, accessibility and SEO fundamentals.
- Analyze GA4 traffic and audience feedback to guide editorial priorities across district web properties that recorded 697K+ page views in a 28-day period.
- Direct the seven-session Leadership Academy independently, from applications and marketing to departmental presentations and event operations; use participant surveys to improve later sessions. Participants gave the program an average rating of 4.75/5.
- Supervised a communications intern in summer 2025, assigned projects, coached their work and provided evaluations for college credit.
- Built an internal social-listening and content-discovery website with Cursor and Vercel to centralize school sources and simplify research for potential stories.
- Create interview-based news stories, graphics, targeted mailers, videos, family guides and campaign materials, coordinating research, scripting, editing, approvals and distribution.

- Launched a website and promotional content for the district's Innovation & Entrepreneurship program with school and community stakeholders.

### **Marketing Coordinator | Watercourse Services**

Indianapolis, IN | January 2023–July 2024

- Executed mass email campaigns, welcome drip sequences, automated new-customer messages, membership reminders and seasonal retention outreach using ServiceTitan CRM and Mailchimp.
- Segmented customer lists and reviewed CRM reports to tailor communications for prospects, new customers and existing members.
- Designed targeted direct-mail campaigns, marketing graphics, social creative and print collateral for plumbing, HVAC and electrical service brands.
- Collaborated with field and operations teams to turn technical service information into useful customer education and promotional content.

### **Independent Hair Stylist & Business Owner | Beach Blonde Hair Studio**

Brownsburg, IN | 2016–2018; September 2023–July 2024

- Operated an independent salon business, setting prices and managing budgets, suppliers, inventory, scheduling, payments, client records and daily operations.
- Cultivated repeat bookings and referrals through relationship building, social media marketing, promotional materials, photography and client outreach.
- Tracked expenses, appointment demand and supply needs to inform pricing, purchasing and scheduling decisions.

### **EDUCATION & CERTIFICATION**

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University of Cincinnati | M.S. Artificial Intelligence Management | Admitted; starts January 2027

Southern New Hampshire University | B.S. Marketing, Social Media Marketing | January 2023 | Summa Cum Laude, GPA 3.96

HubSpot Academy | Social Media Marketing Certification