

MARGARET (MAGGIE) OLLIER

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MARKETING & SOCIAL MEDIA EXPERIENCE

Cincinnati Cyclones

Social Media Intern

Cincinnati, OH

September 2025 - Present

- Assist in day-to-day content planning and creation for Cyclones social media platforms, including Instagram, X, Facebook, and TikTok, contributing to the team's voice and brand presence through engaging visuals, videos, and graphics
- Collaborate with the marketing team to concept and execute content that reflects current trends and enhances fan engagement, including vertical video storytelling and behind-the-scenes coverage
- Utilize Adobe Creative Suite (Photoshop, Lightroom, and Premiere Pro) to design and edit graphics and short-form videos for game-day promotions, player highlights, and ticket sales initiatives
- Support real-time social media coverage during remote away games and all in-person home games, capturing content and maintaining brand consistency under tight deadlines
- Stay current on emerging trends and best practices in sports social media, contributing ideas to grow the Cyclones' digital presence while upholding the team's core values and identity

Bleacher Report

Freelance Social Coverage Content Capture

Dayton, OH

March 2025

- Created freelance social media content for Bleacher Report during the NCAA Men's Basketball Tournament First Four in Dayton
- Shot, edited, and shared iPhone videos for use on Bleacher Report's social accounts, including @marchmadnessmbb, @br_hoops, @bleacherreport, and @houseofhighlights

University of Dayton Athletics

Social Media Intern

Dayton, OH

May 2023 - May 2025

- Scheduled and posted daily content on Men's and Women's Tennis Instagrams and X, leveraging digital storytelling to achieve a 231% increase in reach and a 108% increase in engagement on the Men's Tennis Instagram and 111% and 114% increases in reach and engagement, respectively, on the Women's Tennis Instagram
- Assisted in content creation for various other high-profile sports, including Dayton Flyers Men's Basketball, executing in-game social media coverage across Instagram, X, and Facebook to a combined audience of 220K+ followers, ensuring high-quality, real-time updates under pressure
- Utilized Adobe Photoshop and Premiere Pro to create and edit visually compelling match day graphics, short-form videos, and real-time updates that enhance fan engagement
- Aided in the development and production of TikTok and Instagram Reels for official Dayton Flyers social accounts, contributing to increased engagement and audience growth
- Analyzed 15 Hootsuite reports monthly, identifying audience behavior trends and engagement patterns to optimize social media strategy across multiple sports accounts and platforms. Led intern training on analytics, enhancing team-wide understanding of social performance metrics.

Medical Mutual of Ohio

Superior Dental Care Marketing Intern

Centerville, OH

May 2024 - April 2025

- Developed and managed monthly content calendars for LinkedIn, Instagram, Facebook, and X, creating platform-specific social media posts that aligned with brand strategy and drove audience engagement
- Designed and optimized marketing assets, including branded graphics, email marketing materials, and blog posts, using Adobe Photoshop, Adobe InDesign, Canva, and persuasive copywriting to enhance brand visibility and support marketing campaigns
- Conducted market and competitor research, analyzing digital content strategies to refine SDC's positioning
- Tracked campaign performance and engagement using Excel and social analytics tools, providing data-driven insights for strategy improvement

Delta Sigma Pi Professional Business Fraternity – Epsilon Tau Chapter

VP Marketing & PR

University of Dayton

December 2022 - December 2023

- Managed the chapter's Instagram and LinkedIn, increasing reach by 137% and engagement by 112% through strategic content planning and brand-aligned design
- Designed social media graphics using Canva, ensuring compliance with Delta Sigma Pi branding and university guidelines
- Built and managed the chapter's Wix website, improving communication for prospective members, current brothers, and alumni

EDUCATION

University of Dayton

Bachelor of Science in Business Administration

Major: Marketing (Digital Marketing Emphasis)

Minors: Accounting, Management Information Systems

Graduated May 2025

GPA: 3.80