




# OLIVIA VAN BOCHOVE

Creative storyteller with a strong technical background. Experienced in working with premiere global media and entertainment companies

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## EDUCATION

### The University of Miami

**Interactive Media** - Bachelor of Science, School of Communications

**Marketing** - Minor, School of Business

**Game Design** - Minor, School of Communication

**Award: Best UI/UX Undergraduate Student Award (2024)**

**Provost Honor Roll: Spring 2023**

**Dean's List: Fall 2024, Spring 2024, Fall 2022**

## TECHNICAL ABILITIES

- HTML & CSS, JavaScript, Python
- Figma
- Unity Hub
- Canva Pro
- WordPress
- Adobe Premiere Pro
- Adobe Photoshop
- Adobe After Effects
- Adobe Illustrator

## SKILLS

- UX/ UI Design
- Digital Marketing
- Effective Communicator
- Creative Thinker
- Proficient in Public Speaking

## WORK EXPERIENCE

### Warner Bros. Discovery, Inc. | Discovery Family Channel: Media Operations and Graphics Intern | Digital Media Specialist

#### Summer 2024 - Present

- Strategize with lead team to increase viewer engagement across Warner Bros. Discovery (WBD) media platforms by reviewing and streamlining portfolio priorities
- Created digital content to increase audience engagement for *Shark Week*, *House of Dragon*, *Summer Camp Island*, and *Steven Universe* premieres. This resulted in a 7000% increase in reach for *Summer Camp Island*.
- Developed key performance indicators and conducted analytics on social media platforms for WBD premiers. Created dedicated hashtags, exclusive content, and custom videos and images to increase anticipation around events
- Wrote, produced, and edited on-air programming promotion for *Hawaii Life* and assisted with WBD brand production shoot to create behind the scenes footage
- Collaborated with programming manager to develop daytime programming stunts for *Friendsgiving* and *Halloween Block Party* to drive linear ratings
- Analyzed viewer data and after-stunt performance metrics to understand and improve social media interactions

### Miansai | Digital Media Intern

#### Fall 2023

- Assisted and collaborated with upper management in the creation of signage, circulars, mock ups, email campaigns, and digital promotions
- Collaborated in campaign meetings for new products, and assisted and participated in the creation of new looks for on-site photoshoots
- Performed data analysis of luxury jewelry and apparel for target audience

### Orizon, Inc. | Web Design Intern

#### Spring 2022 & 2023

- Assisted with designing and developing Orizon's public website ([www.orizon-inc.com](http://www.orizon-inc.com))
- Proposed and researched graphics page elements, and assisted with the site's wireframe and other UI/UX elements
- Performed testing using the Web Accessibility Toolbar (WAT) software for user accessibility compliance

## UNIVERSITY OF MIAMI LEADERSHIP

### KAOS Hip-Hop Dance Team | PR Chair / Co-Head Choreographer

#### Fall 2022 – Spring 2024

- Revamped KAOS' social media accounts to increase branding and exposure
- Created logo for team to establish team recognition and used in merchandise to raise revenue
- Collaborated with sponsors such as Redbull and Good Molecules Skincare to highlight brands
- Organized fundraising events to generate more funding for broader district competitions
- Choreographed and taught 25 dance team members a new dance routine for ensemble performance