



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 Specialist | 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
- Create 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*.
- Develop key performance indicators and conduct analytics on social media platforms for WBD premiers. Create dedicated hashtags, exclusive content, and custom videos and images to increase anticipation around events
- Write, produce, and edit on-air programming promotion for *Hawaii Life* and assist with WBD brand production shoots to create behind the scenes footage
- Collaborate with programming manager to develop daytime programming stunts for *Friendsgiving* and *Halloween Block Party* to drive linear ratings
- Analyze 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)
- 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 brand recognition and used in merchandise to raise revenue
- Collaborated with sponsors such as Red Bull and Good Molecules Skincare to promote 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