



OLIVIA VAN BOCHOVE

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

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 202-805-6936

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
- Kapwing
- 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

Carnival Corporation | Digital Media & Engagement Specialist | Global Gaming

Fall 2025 - Present

- Track and analyze worldwide shipboard engagement metrics across a portfolio of nine premier cruise lines and support reporting dashboards to monitor user engagement and marketing effectiveness
- Design and produce creative digital and print assets for global marketing campaigns, internal shipboard communications, and events
- Improve communications to 9,000+ shipboard employees by developing targeted content — including Salesforce email templates, push notifications, and digital and video media — in support of marketing and branding initiatives
- Conceptualized, developed, and currently leading the Brand Ambassador program to drive Carnival brand awareness and engagement among employees

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

Summer & Fall 2024

- Strategized with lead team to increase viewer engagement across Warner Bros. Discovery (WBD) media platforms by reviewing and streamlining portfolio priorities
- Developed social 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*
- Created WBD logo currently in use; and assisted with brand production shoots and creating behind-the-scenes footage for the WBD network rebranding

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
- Performed data analysis; collaborated on the introduction of new products; and assisted in the creation of new looks for on-site photoshoots

Orizon, Inc. | Web Design Intern

Spring 2022 & 2023

- Assisted with designing and developing the architecture and look-and-feel of Orizon's public website (www.orizon-inc.com)
- Proposed and researched graphics page elements, and assisted with the site's wireframe and look and feel, 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