

OLIVIA GRACE BARNES

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blacklifeblueworld.com

SUMMARY

Experienced Marketing and Communications Professional with expertise in videography, graphic design, website design, and digital storytelling. Passionate about crafting compelling content that drives awareness and inspires behavior change to support ocean conservation initiatives.

WORK EXPERIENCE

Communications Fellow, The Waitt Institute

Jan 2025 - PRESENT

- Managed social media for 6 programs and supported 2 additional programs by editing and producing short-form videos, collaborating on awareness campaigns, and implementing targeted ad strategies
- Designed 8 websites and managed continuous updates to improve UI/UX and better highlight work and key achievements
- Developed an Ocean Champion strategy, informed by Behavior Centered Design research to build grassroots support of marine protection initiatives across programs

Communications Intern, The Waitt Institute

Feb 2024 - Jan 2025

- Supported content production across programs by editing and producing reels and supporting other short-form videos
- Supported communications collateral and outputs associated with events and conferences
- Assisted with digital media organization

Content Strategist, Saleslion (Insivia)

Sept 2023 - Feb 2024

- Managed content creation, including social media posts and articles, to build awareness about the work and gain new leads
- Researched SEO and positioning, resulting in an optimized website design and content outputs and a 993% increase in visibility
- Developed social media action plans and strategies for clients to improve their reach, awareness, and lead generation

Marketing Associate, Saleslion (Insivia)

Jan 2023 - Sept 2023

- Managed social media, including a posting cadence of 4x per week and video features highlighting aspects of the tools offered
- Supported online events, including webinar setup, cutting interviews into social media posts, and managing the backend on LinkedIn Lives

Branding and Website Freelancer, Youth Entrepreneur Award

Dec 2022 - Jan 2023

- Developed a brand and created brand unity on all platforms
- Designed and launched a complete website

WORK EXPERIENCE (CONT'D)

Social Media Intern, The Kidwell Team

Jan 2022 - Jun 2022

- Managed social media, doubling the engagement per post within 6 months
- Assisted with a 13% increase in clients through content creation efforts
- Created and launched a week-long Google Ad campaign

Production Intern, The Education Game

Sept 2020 - Feb 2021

- Assisted in the post-production of interviews, including editing and posting podcast episodes and designing thumbnails
- Designed a website to better communicate work and improve lead generation

EDUCATION

Praxis

Aug 2022 - Aug 2023

Selective college alternative and business apprenticeship program that replaces traditional degree paths with practical skill-building, 1-on-1 mentorship, and hands-on work placement at high-growth companies.

- Created a video project designed to help enhance the message of the Houston Zoo to promote the conservation work they are doing in the wild
- Completed several marketing and communications-focused projects, including writing 15 articles, gaining experience in related tools, and talking to experts

TRAININGS

Behavior-Centered Design for the Environment Training

Nov 2025

Rare Center for Behavior and the Environment

TECHNICAL TOOLS

Video Editing

- DaVinci Resolve
- Adobe Premiere Pro

Email Marketing

- Mailchimp
- Campaign Monitor

Graphic Design

- Adobe Illustrator
- Adobe Photoshop
- Google Slides
- Canva

Website Design

- Wix
- WordPress

Photo Editing/Color Grading

- Adobe Lightroom
- DaVinci Resolve

CONFERENCES ATTENDED

Black In Marine Science Week 2024, San Diego

Dec 2024