AUTUMN OSIA

SOCIAL MEDIA CONTENT CREATOR. PROJECT MANAGER.

SUMMARY

Storytelling has been a defining skill throughout my life! With a growing following on both personal & professional brand channels, I have a proven ability to tell stories through social media, creative copy, photography, video, podcasting, motion graphics, and project management. With a demonstrated ability to increase social media engagement/following by 30-50% YoY, I'm a data-driven, creative leader at heart. I use my project management skills to oversee brand campaigns or "stories" from start to finish. See what a difference storytelling can make for you!

CONTACT

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My LinkedIn

3705 Urbandale Ave
Des Moines, IA 50310

EDUCATION

BAJMC in DIgital Media Production

Drake University

2018-2022

Graduated Cum Laude, a 3.8 GPA in the School of Arts & Sciences, & with Departmental Honors

BA in Rhetoric, Media & Social Change with a minor in Sociology

Drake University

2018-2022

Graduated Magna Cum Laude, a 4.0 GPA in the School of Arts & Sciences, & with Departmental Honors

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HARD SKILLS

Adobe Creative Suite, Adobe Workfront, HootSuite, Amplify, Meta Business Suite, LinkedIn/LinkedIn Campaign Manager, Instagram, Reels, Tiktok, Snapchat, X/Twitter, Salesforce, Canva Pro, Final Cut Pro, WordPress, Tableau Mental Health First Aid Certification, Human Subject Research Certification

WORK EXPERIENCE

Social Media Contractor - Marketing Project Manager

Athene — October 2023 - Current

- I manage the production of social media marketing across several platforms such as LinkedIn, Facebook, and X. Utilization of management tools, such as Hootsuite Amplify & Workfront, empowers data-driven strategy in a fast-paced environment.
- **I grew the employee advocacy hashtag usage by 264% since I started.**
- My project management skillset has grown from managing 10-15 organic & paid social media deliverables to 25-30 special projects from a holistic content and integrated media perspective. My new role allows me to see campaigns through completion to grow the brand.

Multimedia Specialist

NCMIC — August 2022 - October 2023

- I elevated brand strategy through the creation of social content, presentations, audio, video, & other multimedia assets. I innovated social campaigns to grow new business objectives, resulting in an overall increase in revenue YoY. I proudly led our employee engagement program, "NCMIC Ambassadors," a team of 25 employees engaging with community partners & potential clientele.

Freelance/Part Time

2019-2023

Co-Founder at Radiant Rose Co

- I launched my production company founded on fun, body positivity, and accessibility. We are a 100% female-owned business specializing in social media, photography, & graphic design.

Social Media Genius at Canine Country Club

- I created a plethora of motion graphics, photos, ads, videos, flyers, and more across multiple social media platforms.

Content Creator for Urban Plains

- I produced a video series highlighting women in music, titled "Midwest Women in Music.

Conference Assistant for Mapping the Magazine

- I designed the website and led social media coverage for the international conference.

Photo Editor, Social Media Manager, & Staff Writer for the Times-Delphic

- I managed a team of 5 photographers & designers while converting photos to digital & print for a weekly publication. Additionally, I redesigned a weekly publishing newspaper's social media & increased engagement by 23%, while providing stories as needed.

Internships

2020-2022

- Marketing and Digital Media Internship at Svens Skincare
- Video Marketing Intern at Baker Group
- Communications Intern at Iowa Natural Heritage Foundation
- Production Intern at Iowa PBS

AWARDS

- I was first given the chance to tell stories of those around me while on the staff of BJJTV in high school. Here I was awarded **MSHSAA Official Reporter for State Soccer, Light, Camera, Save PSA- First Place, Light, Camera, Save PSA- First Place, SchoolJournalism.org 1st Amendment PSA Winner, MIPA Broadcast Feature Story of the Year, Buddies not Bullies PSA Contest Winner, MIPA PSA Challenge Winner, & SchoolJournalism.org 1st Amendment PSA Winner** on a local and state level. At national scale, I received recognition for **NSPA Broadcast News Story of the Year, NSPA Best of Show, & JEA National Story of the Year**. This momentum didn't stop when I began my college career, nor when it was interrupted by a global pandemic, as I was nominated for an **Upper Midwest Emmy in 2022**. Once graduated, I created the video that helped my corporate marketing team & company win **AMA 2022 Marketing Department of the Year.**