

Olivia Fallon Meola

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EDUCATION

Northeastern University, Boston, Massachusetts

December 2027

Bachelor of Science in Business Administration and Communication Studies | GPA: 3.7

Relevant Coursework: Brand Management, Market Research, Global Marketing, Design

Activities: Hoosky, TEDxNortheasternU, Engine Red, NU Industry Insights, Lambda Pi Eta, Dean's List

Northeastern University, London, England

September 2025 - December 2025

Semester In London: Global Finance, Marketing, and Strategy

- Engaged in industry treks and company visits across finance, marketing, and consulting sectors
- Contributed to management consulting projects for international organizations through market research and strategic analysis
- Developed branding guidelines and marketing strategies for multinational organizations

EXPERIENTIAL LEARNING

Salesforce, London, England

January 2026 - April 2026

Professional Practicum - Northeastern University

- Built industry-specific economic models analyzing cost reduction, revenue growth, and competitive positioning using Agentic AI solutions
- Developed executive-level strategy deliverables for C-suite stakeholders in collaboration with Salesforce professionals and faculty advisors
- Translated academic frameworks into real-world business recommendations aligned with enterprise client needs

Basel School of Design, Basel, Switzerland

May 2025 - June 2025

Dialogue in Civilizations: Graphic Design, Typography, and Photography

- Developed design projects through studio-based coursework led by international design and typography professionals
- Conducted field research in art institutions and museums across Switzerland, Germany, and France
- Produced a portfolio of design work using Adobe InDesign, integrating typography and photography

EXPERIENCE

Harbor Hills Day Camp, Mendham, New Jersey

June 2025 - August 2025

Camp Counselor

- Led and supervised groups of 10–15 campers, fostering creative, social, and athletic development
- Designed and facilitated interactive arts and crafts programming, driving engagement, teamwork, and creativity
- Collaborated with fellow counselors to execute group activities while maintaining a safe, inclusive, and structured setting

StrixMedia, Morris Plains, New Jersey

June 2023 - May 2024

Media Internship

- Edited, filmed, and photographed product content for multiple promotional and branded media campaigns
- Collaborated with clients on brand presentation and visual storytelling projects
- Supported on-site pre-production setup, behind-the-scenes footage, and promotional reels

Lake Valhalla Club, Montville, New Jersey

April 2023 - December 2024

Banquet Server and Hostess

- Coordinated reservations and prepared event spaces for private events and dining service
- Delivered high-quality guest service in fast-paced, high-volume event settings
- Supported event setup and breakdown while maintaining service standards

SKILLS & CERTIFICATIONS

- **Professional:** Brand Strategy, Market Segmentation & Research, Consumer Data Analytics, Competitive Analysis, Cross-Functional Collaboration, Multi-Channel Communication, Complex Risk Analysis
- **Certifications:** Certification in Adobe Photoshop (Gmetrix), 2D Design Certificate (Rhode Island School of Design)
- **Programs:** Microsoft Excel, PowerPoint, Adobe Creative Cloud Suite, Salesforce