

OLIVIA ZARRO

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New York

EDUCATION

Arizona State University — Bachelor of Science, Media Studies | **2024–2026**

Indiana University, Kelley School of Business — Coursework in Business & Advertising | **2022–2024**

PROFESSIONAL EXPERIENCE

Saatchi & Saatchi - Advertising Agency

June 2026 - August 2026

Creative Sports Strategy Intern

- Supported Toyota's NFL and NASCAR partnerships across creative strategy, campaign development, brand activations, and production planning
- Researched athletes, creators, cultural trends, social behavior, and audiences to inform content, talent, and activation opportunities
- Collaborated across strategy, creative, account, and production teams through briefs, brainstorming, client meetings, campaign development, and execution
- Developed an AI strategy snapshot analyzing consumer behavior across leading AI platforms, including user personas, use cases, platform incentives, brand considerations, and recommended next steps for Toyota

ZED INK - Experiential Marketing Agency

January 2024 - December 2025

Creative & Production Assistant

- Supported creative and production leadership across experiential campaigns, branded environments, influencer events, and product launches for Spotify, Xbox, Disney, AWS, Blizzard, and Microsoft
- Contributed to concept development, client presentations, pitches, and production materials, helping translate ideas into executable brand experiences
- Worked on global Microsoft productions ranging from 200-person VIP experiences to 9,000 live attendees, with millions more viewing via broadcast
- Coordinated across clients, creatives, vendors, and production teams on sourcing, logistics, production planning, and on-site execution

Pangea Entertainment Productions - Multimedia Studio

May 2023 - January 2024

Creative Development Intern

- Supported development of original entertainment IP, including reality series and documentaries across gaming, AI, sports, and emerging technologies
- Researched and brainstormed new concepts, including an AI-based game show, and built executive-facing materials for internal, investor, and stakeholder conversations
- Coordinated planning and execution of a launch event for senior entertainment executives and industry stakeholders

TurnKey Beauty - Fragrance Design House

January 2022 - June 2022

Brand Experience & Production Intern

- Supported the Judy Garland 100th Birthday fragrance launch across a VIP Hollywood event, fashion show, and Empire State Building lighting
- Contributed to experiential concepts and sourced Judy Garland film assets from Liza Minnelli and the Warner Bros. archives to support brand storytelling

SKILLS & TOOLS

Creative Strategy • Integrated Marketing • Brand Activations • Campaign Development • Cultural & Trend Research • Social & Audience Insights • Creative Development • Experiential Marketing • Production Coordination • Client Services • Pitch & Presentation Development • Cross-Functional Collaboration • Adaptability • Open-Mindedness • Self-motivated • Google Suite • Powerpoint • AI Tools