

Olivia Underwood

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Professional Statement

Seeking new opportunities to grow personally and professionally, while also serving as an active member in my community. Motivated to apply strengths in strategy, business development, consumer insights, and brand engagement to drive execution of organizational goals with measurable results and creative impact.

Education

Expected 12/2026

University of North Texas: Bachelor of Science, Advertising & Brand Strategy, Minor in Marketing

- Honors College, GPA: 4.0-President's and Dean's List Honoree
- Special Achievements:
 - Board Membership Position: UNT Delight Ministries, Director of Community Service-2025
 - UNT National Student Advertising Competition Team (NSAC): Account Manager- Spring 2026
 - Client: National Football League (NFL)
 - UNT Marketing/Fundraising-Top performing team; raised \$15K collectively, Fall 2025
- Other UNT Activities: Advertising Club, Delight Ministries, Pi Beta Phi Sorority, & Club Tennis

Skills

Marketing & Analytics: Brand Strategy, Campaign Execution, Customer Insights, Revenue Growth, KPI Analysis

Tools: Tableau, MRI-Simmons, Medallia, Adobe Creative Suite, Microsoft Office, AI, Canva, Statista

Professional: Communication, Leadership, Critical Thinking, Project Management, Organized, Operations

Membership: American Advertising Federation (AAF)

Work History

Anytime Fitness, Lantana, TX- Sales Associate

08/2024-Present

- Manage daily operations, member services, and program activities including generating daily revenue through membership sales, campaigns, and services
- Support franchise growth goals to achieve top performing site with quick response and dynamic service skills to build relationships & improve customer satisfaction. Achieve sustained Medallia scores > 90%
- Deliver and promote positive culture, environment, and consumer experience to assist members in achieving personal goals and overall satisfaction

Chick-Fil-A, Roanoke, TX- Senior Team Member & Trainer

05/2024-Present

Leadership Development Program

- Completed and achieved leadership development formal training program and competencies
- Serve and lead through progressive operational positions with roles/responsibilities in leadership including: front of house, guest services, shift leadership, trainer, mentor, and team leader
- Complete weekly review of prior week performance including financial revenue, volume, customer experience metrics and throughput KPI's, as well as weekly forecasting projections
- Support, coach & mentor team members in development and performance, including monitoring trainee progress, policies, evaluations, and providing constructive feedback with objective performance measures
- Serve as key team member in community impact through marketing and local program campaigns to grow revenue, sales, and guest loyalty through community engagement activities
- Support B2B strategic growth sales and goals in catering services

Top Gun Tennis Academy, Youth Tennis Coach

06/2021-08/2023

Southlake Tennis Center, Tennis Professional (*Summer Position*)

06/2022-08/2022

Volunteer/Community

2007-Present

- Member of Rockpointe Church, Flower Mound, TX
- UP Ministry, Operation Christmas Child, Feed the Hunger, and North Texas Food Bank