

Olivia Paranich

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PROFESSIONAL SUMMARY

Highly strategic Marketing and Community Manager with expertise in the music and live event industry. Specializes in artistic marketing, creative direction for digital content, and cultivation of engaged fan communities. Strong background in operational leadership, instructional training, and process optimization, ensuring creative initiatives align with measurable business outcomes.

CORE COMPETENCIES

Music & Strategy: Music Marketing Strategy, Artist Development & Branding, Music PR & Publicity (EPKs), Live Event Logistics & Management, Performance Analysis, Podcasting
Creative & Production: Professional Photography, Audio/Visual Production, Graphic Design (Photoshop), Social Media Content & Analytics, Ableton Live
Operations & Leadership: Operational Leadership, Process Optimization, Instructional Leadership & Mentorship, Research

PROFESSIONAL EXPERIENCE

The Daisy Corner

Philadelphia, PA

Co-Founder, Marketing & PR

Nov 2023 – Present

- Developed and executed multi-platform digital marketing strategies, increasing brand visibility and audience engagement through content creation and performance analysis.
- Managed cohesive brand collateral, organized and recorded live sessions, and produced audio/visual content supporting artist releases.
- Cultivated media relations and provided creative direction for a diverse roster of artists to ensure consistent brand execution.
- Managed logistics and talent booking for live music events, maintaining strong venue and artist relationships.

PhotoLounge

Philadelphia, PA

Assistant Manager & Head of Film Photography Club

Jul 2024 – Present

- Oversaw day-to-day retail operations, managing high-volume client orders including film processing, digital prints, and passport photography.
- Designed and delivered staff training, created customer-facing infographics, and operated commercial-grade photo printers.
- Maintained near-perfect compliance record for international passport and visa photo requirements.
- Led transition of Film Photography Club to a paid subscription model, generating sustainable revenue and expanding community engagement.
- Streamlined workflows and implemented new POS and inventory systems to improve operational efficiency.

Whoa, That's Fresh!

Remote

Junior Publicist & PR Coordinator

Mar 2022 – Dec 2023

- Managed PR campaigns for high-profile artists, including single releases, album launches, and nationwide tour promotions.
- Created Electronic Press Kits (EPKs) and press releases, securing media placements across rock, metal, punk, and alternative outlets.
- Coordinated remote client communications and collaborated with journalists, radio stations, and podcasts to deliver timely coverage.

UArts Radio

Philadelphia, PA

Co-President & Social Media Manager

Dec 2021 – May 2023

- Oversaw strategic direction and daily operations of the campus radio station for 1.5 years.
- Managed audio/visual content production, including live sessions and independent podcast programming.
- Led social media strategy, content calendars, and engagement initiatives across Instagram and other platforms.

Cafe Ynez

Philadelphia, PA

Cashier, Barista & Waitress

Jun 2021 – May 2023

- Managed high-volume customer service, cash handling, and order accuracy in a fast-paced hospitality environment.
- Collaborated closely with kitchen staff to ensure timely service and high customer satisfaction.

EDUCATION

The University of the Arts

Philadelphia, PA

Bachelor of Science in Music Business, Entrepreneurship, and Technology

2023

- Minor in Creative Writing; Activities: Co-President of UArts Radio, Emerging Leaders Program