

# OLIVIA ROBERTSON

olivrobertson@gmail.com

507 W. 23<sup>rd</sup> St • Austin, Texas 78705 • (832) 813-2018

## EDUCATION

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**The University of Texas at Austin** Bachelor of Science and Arts, Biology December 2020  
Minor: Communication Studies  
Overall GPA: 3.41

## TECHNICAL SKILLS

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- Proficient in R Studio, familiar with Python, MS Word, Excel, PowerPoint

## ACADEMIC PROJECTS

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**Bioinformatics and Computational Biology Course Portfolio** Fall 2019

- Utilized Python and R Studio to showcase projects on data visualization, wrangling, statistical analysis and modeling by publishing a website with GitHub

**FRI Aptamer Selection Against Amyotrophic Lateral Sclerosis (ALS) Related Mutant SOD-1 Research Paper** Fall 2018

- Summarized results from individual research project focusing on therapeutic for familial ALS disease into formal research paper
- Performed advanced lab techniques such as polyacrylamide gel electrophoresis and polymerase chain reaction to select for an aptamer that could recognize mutant protein by sequential evolution of ligands by exponential enrichment method

**Social Enterprise Branding Brand Book** Fall 2019

- Formulated social enterprise focused on mental health conveyed through brand book covering company colors, fonts, and implementation, displaying advertising knowledge

## EXPERIENCE

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**PrideBites – Marketing and Content Intern; Austin, TX** June 2018 – December 2019

- Designed and distributed B2B and B2C emails using HubSpot, Klaviyo, and MailChimp to engage customers and generate sales
- Corresponded with CEO to create marketing calendars and blog content while managing Instagram with 100K followers, tracking metrics to see increased interactions
- Implemented new B2B branding and campaigns across social media platforms
- Advanced social media marketing by coordinating giveaways with brands and influencers
- Supervised a group of four interns by training, delegating tasks, and reviewing work

**The University of Texas – Freshmen Research Initiative (FRI) Peer Mentor; Austin, Texas** January 2019 – August 2019

- Coached freshmen with their research projects, demonstrating lab methods and presentation skills
- Established external relations team tasked to collaborate with all FRI labs and an out of state sister lab
- Ordered lab materials, communicated with building managers, enforced lab safety and organization under training of lab manager

## LEADERSHIP EXPERIENCE AND ACTIVITIES

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**Zeta Tau Alpha – Program Council** Spring 2019 – Fall 2019

- Assisted Vice President in programming of organization and raising awareness for breast cancer
- Planned social events for members to build relationships with one another and tracked who attended

**UT Farm Stand – Volunteer** Spring 2020 – Present

- Handled set up and attended to the operation of farmer's market

**Zeta Tau Alpha – STAR Team** Summer 2019

- Administered matching of members and potential new members for recruitment using MS Excel for several events daily

**Longhorn Pre-Pharmacy Society – Member** Spring 2018

- Fundraised for organization and volunteered with local children's museum to instruct basic science knowledge
- Participated in professional development for careers in healthcare

## HONORS

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- University Honors Fall 2017
- Freshmen Research Initiative 1.5 Year Program Fall 2017

## ADDITIONAL INFORMATION

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**Interests:** Biotechnology, Public Health, Social Impact, Sustainability

**Work Eligibility:** Eligible to work in the U.S. with no restrictions