

Rita Olds

1504 N. 18th Street • Philadelphia, PA 19121 • 678-357-5118 • rita.olds@gmail.com



Rita Olds is a **Creative Writer** with over three years of experience in **Corporate Communication** and **Copywriting**. Her liberal arts education has landed her in varied careers; yet her imaginative, simple, clear and concise writing-style is considered an asset in any field.

Rita began her professional writing career as an intern for the Fortune 1000, specialty retailer, American Eagle Outfitters (AE). As the only summer intern offered an extended part-time corporate position, Ms. Olds spent three years as an undergraduate perfecting her craft at AE and in the classroom. Rita Olds played a major part in launching the brand's intimates line, aerie, by American Eagle. She penned the voice of the brand by providing copy for head and taglines, product launches, promotions and experiential marketing campaigns. As the assistant aerie Brand Manager, she planned and implemented comprehensive marketing programs that resulted in brand awareness, new business and improved company image. As the aerie Store Operations Communications intern, Ms. Olds created innovative training that translated technical jargon into employee-friendly, brand appropriate guides, which improved employee product knowledge thus increased sales.

Rita Olds' accomplishments include:

- Researching and proposing a multi-faceted, brand appropriate spring break concept that was used for aerie's 2008 Spring Break. The campaign included in-store, online and direct mail marketing, a vacation give away, gifts with purchase, employee-training, a five city tour, and a concert at the spring break location.
- Conceptualizing and executing a brand presence at The New American Music Union featuring, featuring Bob Dylan. aerie was represented by an "aerie Freshen Up" tent, an area where girls could cool off and freshen up with aerie body products.
- Compiling product information from the merchandising, visual, store operations and marketing teams to write a comprehensive, multi-media training guide for the company's first brand ambassador program.

Ms. Olds is currently a paralegal at a well-known firm in Center City Philadelphia where she is the Assistant Communications Manager. She is the liaison between the firm and its publics. Rita Olds maintains a smooth, affirmative relationship with all clients, which include Fortune 500 companies Freddie Mac, Fannie Mae, Wells Fargo, JP Morgan Chase & Company, and Bank of America. She disseminates external information to a 100 person staff in a timely and effective manner, and promotes a strong corporate culture.

Ms. Olds is a result-oriented professional who has consistently received praise for her flexibility, organization, follow-through, interpersonal skills and job knowledge. While Rita's primary area of expertise is Creative Writing and Corporate Communications, she brings a Marketing Manager's perspective to branding products, services, and businesses through media planning, community relations, vendor relations, budget administration, and copywriting.

Rita graduated from The University of Pittsburgh with a Bachelor of Arts in English Writing concentrating in Creative Non-Fiction. She also received a Corporate and Community Relations Certificate from the University of Pittsburgh.

As a new resident, Ms. Olds enjoys exploring the historical city of Philadelphia, writing, cooking and traveling.