

Olivia Terry

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WORK EXPERIENCE

Product Marketing Coordinator

Nov. 2025 – Present

USLI

Wayne, PA

- Own and manage the Instant Quote marketing program across the U.S. and Canada through HubSpot, leveraging personalized content, automation, dashboards and reporting to generate qualified leads for sales teams
- Lead WordPress and HubSpot CMS initiatives from planning through launch, coordinating cross-functional teams and stakeholders to deliver user-centered, conversion-focused web experiences
- Launched a B2B campaign for USLI's Social Services product, producing a landing page, targeted emails, webinar ads, and sales materials that supported a 37.4% year-over-year increase in submission activity
- Design branded, multi-channel marketing assets in Adobe Creative Suite and Canva for USLI and its wholesale partners

Co-Founder and Design Director

Oct. 2024 – May 2025

User Experience Design Club @ Pitt

Pittsburgh, PA

- Founded and scaled Pitt's first UX student organization to 145 members, building industry partnerships via 6 co-hosted events
- Directed weekly programming covering user experience design, research, accessibility, and portfolio development

HCI Design Research Intern, REU Program

May 2024 – Aug. 2024

Carnegie Mellon University Human-Computer Interaction Institute

Pittsburgh, PA

- Contributed to NSF-funded research synthesizing algorithmic labor data and worker insights to inform policy recommendations, contributing to an ordinance that increased paid sick leave for all Pittsburgh city workers by 80%
- Led interviews and co-design workshops to translate user research into system design recommendations
- Amplified visibility of work by launching a public-facing website in 1 week and contributing to a DIS conference publication

UX Engineering Intern (Summer) / Co-Op (Fall & Spring)

May 2023 – May 2024

Wabtec Corporation

Pittsburgh, PA

- Designed in Figma and developed UX enhancements for B2B SaaS tools supporting supply chain operations at a \$10B+ rail tech company, collaborating with PMs and engineers in Agile workflows
- Built an Angular web app allowing company leaders to anticipate future tenders, integrating feedback from 12 stakeholders and scaling concurrent users from 1 to 255 (Winner of Wabtec's Summer 2023 Intern Tech Challenge)
- Created an interactive GIS web application to map adoption and usage data across 140+ internal SaaS deployments
- Onboarded 1,000+ users into a purchase order system, authoring documentation to streamline future onboarding

EDUCATION

University of Pittsburgh

Aug. 2021 – May 2025

B.S. Digital Narrative & Interactive Design, Minor: Computer Science, Certificate: Digital Media

Pittsburgh, PA

- **GPA: 3.9/4.0**, Summa Cum Laude, Dean's List 7x, Nordenberg Leadership Scholar, Provost Scholar, Leadership Academy Facilitator, Outside the Classroom Curriculum Honor Society, Distinguished Senior Award

CERTIFICATIONS, TECHNOLOGIES, & SKILLS

- **Certifications:** Digital Marketing (HubSpot Academy), Social and Behavioral Research & Responsible Conduct of Research (CITI), Design for the 21st Century (IxDF), Design Thinking: The Ultimate Guide (IxDF), Pitt Emerging Leaders
- **Technologies:** HubSpot, WordPress, HTML/CSS/JS/TS, Adobe Creative Suite, Canva, Figma, Google Analytics
- **Skills:** Campaign management, email marketing (segmentation, personalization, automation), timeline planning, digital content and creative development, website and application design and development (UX/UI, front-end), analytics and performance reporting, project management, communication, pitch presentations
- **Interests:** Baking, reading, yoga, classic movies, tea, puzzles, thrifting, Halloween, dog walks, playlist curation