

Olivia Hau

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EDUCATION

University of Southern California | Annenberg School for Communication and Journalism
Bachelor of Arts, Journalism (Minor in Communication Design)

Los Angeles, CA
Expected Graduation: May 2027

PROFESSIONAL EXPERIENCE

Mochi Magazine

Editorial Intern

San Francisco, CA

June 2025 - September 2025

- Researched, pitched, and authored four original feature articles amplifying AAPI voices and cultural narratives, contributing to Mochi Magazine's mission of authentic representation and editorial excellence
- Edited peer submissions for tone, clarity, and AP style, and collaborated on monthly themes and social media strategy to elevate and optimize digital engagement and expand the publication's reach

Swinerton

Marketing Intern

San Francisco, CA

May 2025 - September 2025

- Developed and implemented strategic marketing initiatives for Swinerton's 4,300+ employees and clients, supporting business development through internal campaigns, external proposals, and brand-aligned communications
- Wrote and edited storytelling-driven content for the Swinerton Quarterly magazine, project pursuits, and digital platforms, showcasing company innovation and craftsmanship
- Designed a range of visually compelling materials—including infographics, project sheets, presentations, and social media assets—to enhance brand visibility and engagement across multiple channels

SCene Magazine

Creative Director

Los Angeles, CA

January 2024 - Present

- Provide creative direction and strategic leadership for a team of 40+ creatives, including writers, designers, photographers, and multimedia producers
- Direct the conceptualization of four original short films and multimedia initiatives, from concept to final production
- Lead visual branding efforts across all platforms, designing visually compelling graphics, logos, magazine spreads, and merchandise that elevate the magazine's aesthetic and identity
- Curate and maintain visual identity through aestheticized layout design, typography, and social media strategy, driving over 50,000 views across digital issues and platforms

Annenberg Media

Multimedia Journalist

Los Angeles, CA

August 2024 - Present

- Report, film, edit and publish 12+ multimedia stories for Annenberg Media, reaching over 20,000 subscribers and 100,000 total viewers across digital, radio, and TV platforms
- Produced and recorded 5+ broadcast segments for daily radio and television shows, demonstrating strong editorial judgment and technical proficiency under tight deadlines
- Consistently ranked among the top-read contributors in 2024, with multiple articles achieving high engagement and visibility

USC Viterbi School of Engineering Marketing and Communications

Art Assistant

Los Angeles, CA

August 2024 - Present

- Direct and coordinate 50+ professional photoshoots for high-profile events, faculty/staff portraits, and the Viterbi magazine
- Edit and retouch images for print and digital use, maintaining brand consistency and visual excellence across all platforms
- Oversee Mosaic Digital Asset Management system with a library of 100,000+ images, ensuring organization and accessibility

LEADERSHIP AND INVOLVEMENT

USC Annenberg School for Communication and Journalism

Admissions Ambassador

Los Angeles, CA

January 2025 – Present

- Selected as an ambassador represent USC Annenberg to hundreds of prospective students, families, and donors
- Moderate panels alongside industry professionals, providing insights on academic programs, student life, and media careers
- Lead guided tours of Annenberg facilities, fostering personalized connections with prospective students and benefactors

SKILLS

Language: French (Native), Mandarin Chinese (Advanced)

Technical: AP-style Writing, Adobe Suite (Photoshop, InDesign, Illustrator, Premiere Pro), WordPress, SEO, Content Management Systems, DAM Systems (Canto, Mosaic) Google Suite, Microsoft Office Suite, HTML, CSS, JavaScript