

Olivia Bynum

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PROFESSIONAL SUMMARY

Experience across TikTok Shop, livestream commerce, creator management, and e-commerce, using performance insights and audience feedback to drive content strategy, engagement, and sales growth.

EDUCATION

The University of Southern California (USC)

Graduation Date: May 2027

B.A. Theatre (Dean's List); Entertainment Industry Studies USC School of Cinematic Arts; USC Annenberg School for Communication and Journalism; Pre-Law

EXPERIENCE

Flighthouse Media

Mar. 2026 – Present

TikTok LIVE Host → Livestream Brand Marketing Associate (part-time)
Los Angeles, CA

- Grew **average TikTok LIVE/TikTok Shop viewership from ~20 to ~1,000 viewers** per session by refining product positioning, audience engagement, and livestream strategy for consumer lifestyle brands.
- Generate an average of **~\$1,500 in TikTok Shop sales per 3–4 hour livestream**, ranking as a top-performing seller while building relationships with customers, influencers, and brand partners.
- Created the livestream engagement and selling framework for **Mr. Coco**, developing a repeatable approach to product storytelling and audience interaction that was adopted across the brand's livestreams.

The Dragonfly Agency

Sept. 2025 – Mar. 2026

Talent Intern → Talent Recruiter
Los Angeles, CA

- Sourced, evaluated, and recruited emerging **actors, digital creators, and models**, primarily within the college-age demographic, considering booking performance, responsiveness, professional potential, and brand fit when assessing talent.
- Supported creator and talent growth by researching **brand opportunities, career direction, audition fit, and positioning**, working with leadership to align opportunities with each talent's strengths and long-term goals.
- Launched a new social media strategy for the Commercial & Theatrical division (including new actor, booking, and talent spotlight formats), driving an **80% increase in Instagram engagement within three months**.

Underground Group

June 2026 – Present

Marketing Intern & Strategy Consultant Intern
(HYBRID) Los Angeles, CA

- Work directly with the Founder/CEO, EVP, and Head of Creative to reposition Underground's social media presence, **developing a new brand direction, visual identity, content strategy, and consistent publishing cadence**.
- Lead customer and market research for Underground's emerging **B2B AI SaaS platform**, evaluating target audiences, user needs, competitors, and product positioning to inform go-to-market strategy.
- Present research, designs, and strategic recommendations bi-weekly to executive leadership, synthesizing **customer, market, and stakeholder insights** into actionable brand, product, and content decisions.

Ringle

July 2024 – Present

Global English Coach
(REMOTE) Seoul, South Korea

- Manage relationships with **500+ global professionals across cultures, languages, and industries**, adapting coaching and communication styles to build trust and communicate effectively across linguistic and cultural barriers.
- Coach professionals on navigating U.S. and English-speaking business environments, translating complex ideas and cultural nuances into clear, context-appropriate communication; **rank among the top 15% of Ringle tutors** for coaching effectiveness and client relationships.

Kim Williams Casting

Sept. 2024 – June 2026

Casting Intern → Freelance Casting Associate
(HYBRID) Los Angeles, CA

- Independently researched and conducted outreach to **500+ Indigenous organizations**, developing relationships with prospective talent, consultants, and community partners for a major theatrical production.
- Built and maintained an **Excel-based database of 500+ organizations and contacts** used throughout the project to track outreach, identify prospective partners, and coordinate relationship development.
- Collaborated weekly with leadership and teammates to evaluate outreach results, refine engagement strategies, and improve processes for future community-partnership initiatives.

LEADERSHIP & INVOLVEMENT

Head of Women's Heart Health Committee - USC Alpha Phi

Fall 2024

- Led a cross-functional student team coordinating vendors, volunteers, and community partners across multiple fundraising initiatives that raised **\$50,000+**.

Selected Panelist - USC Career Center & Peer2Peer Networking

Nov 2024 & 2025

- Selected as one of three students to present career insights to **150+ industry professionals** and facilitate discussions for undergraduate and graduate students.

CORE COMPETENCIES & SKILLS

Creator & Commerce: TikTok LIVE • TikTok Shop • Livestream Commerce • Creator Management • Talent Development • Brand Partnerships

Growth & Strategy: Audience Growth • Content Strategy • Consumer Insights • Product Positioning • Go-to-Market Strategy • Performance Analysis

Communication & Tools: Stakeholder Management • Cross-Functional Collaboration • Executive Presentations • Microsoft Excel • PowerPoint • Canva

Languages: English (Fluent), French (Conversational)