
Jackson Livia

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SKILLS

- Brand Analysis and Strategy
- Project Coordination
- Customer engagement through Social Media
- Photography Experience
- Leadership and collaboration in teams

WORK EXPERIENCE

PILLARACTIVE

Eugene, OR | May 2025 to Present | Brand Ambassador

- Developed multimedia content for 2025-2026 marketing campaigns in collaboration with the management team
- Promoted awareness of the start-up's peer-to-peer community and digital platform

Los Angeles Volleyball Academy

Los Angeles, CA | July 2025 to September 2025 | Coach

- Head or assistant coach clinics to help improve middle schoolers and high schoolers in their volleyball careers

University of Oregon Intramurals

Eugene, OR | Oct 2024 to Mar 2025 | Game Officiator

- Managed officiating duties for multiple volleyball and basketball games within the University of Oregon's Intramural League: Coed, Men, and Women

Oaks Christian High School Boys Volleyball

Westlake Village, CA | Aug 2024 to Present | Assistant Coach

- Coached players to become top competitors in boys' volleyball
- Provided insight on areas for improvement in gameplay and technique

Oaks Christian Volleyball Summer Camp

Westlake Village, CA | June 2024 | Camp Counselor

- Motivated and engaged children aged 7-13 to enhance enjoyment while developing in volleyball

U.S. Kids Golf Tournaments

Los Angeles, CA | June 2019 to Dec 2022 | Tournament Starter and Ranger

- Controlled and maintained scheduled tee times for various golf tournaments
- Greeted golfers and announced the names of players during tee-off
- Acted as liaison between golfers and the tournament director to facilitate communication

EDUCATION

University of Oregon

Eugene, OR | *B.S Advertising and Psychology Major, Entrepreneurship Minor (Expected graduation year: 2028)*

Oaks Christian High School

Westlake Village, CA | *June 2024 | High School Diploma*

PROJECTS

- Designed a branded landing page for a non-profit charity: water, incorporating target audience insights, visual storytelling, and persuasive copy to drive awareness and donations to a global cause.
- Developed a fully branded landing page for a non-profit using AI coding assistance, HTML, and CSS -> <https://j-liv.github.io/>
- Analyzed Intel data in Excel to identify high-ROI sustainability opportunities, delivering actionable recommendations to drive sustainability goals.

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- Developed a targeted social media ad campaign, chose appropriate channels and ad types. Created a campaign analytics report by analyzing cost-efficiency metrics to evaluate campaign performance.
 - Used Semrush and Google Trends to research SEO keywords for a CeraVe customer persona. Wrote three SEO keyword-rich blog posts that align with CeraVe's brand voice and speak directly to target audience's needs.
 - Applied user-centered design principles to prototype and tested a digital app solution that supports first-time skincare users. Translated research insights into creative ideas, built low-fidelity sketches/wireframes, and gathered feedback through usability testing.

VOLUNTEER EXPERIENCE

- Boy Scouts of America August 2016 to June 2021 — Completed ranks: Scout 2017, Tenderfoot 2018, Second Class 2018, First Class 2020
- University of Oregon Intramural Unified Sports, *January 2025 to March 2025* — *Participated in various basketball games with special needs kids.*
- SMBC (Santa Monica Beach Club/LAVA) Volleyball *August 2023 to July 2024* — Competed in various Volleyball Tournaments with the main highlights being the 2024 AAU Junior National Championship in Orlando, Florida.
- US Kids Golf and CJG Golf Tournaments *January 2016 to February 2020* — Competed and medaled in various Golf Tournaments in Southern California.