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## EDUCATION

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**University of Virginia, McIntire School of Commerce, Charlottesville, VA**

**B.S. in Commerce**

*Spring 2026*

- GPA: 3.83 / 4.00
- Concentrations in Marketing and IT; track in Strategic Brand Consulting & Communications (Promotions)
- Selected as spring co-chair of the video committee and member of digital committee for UVA Promo NSAC team
- Relevant courses: Consumer Behavior & Marketing Strategy, Project & Product Management, Global Marketing, Marketing Research & Analytics, Social Psychology, ICE curriculum (including Organizational Behavior)

## WORK EXPERIENCE

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**Barr Family Office, Atlanta, GA**

*Digital Marketing Intern*

*June 2025 - August 2025*

- Created full-funnel digital ad plans for several of the family office's portfolio brands including Lucille's on Sanctuary Mountain, Capriotti's Sandwich Shop, and franchises of KFC & Taco Bell, outlining brand positioning, media strategy, and scalable channel recommendations
- Spearheaded the relaunch of Lucille's on Sanctuary Mountain's digital presence by coordinating new Meta ad campaigns and timelines, website updates, and branded content with designers and on-site managers
- Conducted in-depth research into franchise-friendly tactics such as geo-targeted search, influencer outreach, OTT/CTV advertising, and automated prompts for consumer reviews
- Engaged with executives, franchise operators, board members, and marketing leaders across multiple portfolio companies to assess digital strategies, identify operational gaps, and align local marketing with business objectives
- Represented the Barr Family Office at an OTT/CTV advertising summit hosted by the #1 local Atlanta television station and contributed to strategy sessions with marketing partners across the portfolio

**Hospitality Innovations, Charlottesville, VA**

*Digital Marketing Intern*

*January 2025 - May 2025*

- Created multi-platform social content, including Instagram Reels, memes, and captions, driving audience engagement; two top performing Reels garnered 33K+ and 11K+ likes
- Produced and edited video/B-roll content using CapCut and in-house tools to maintain brand tone across Instagram, Facebook, and LinkedIn
- Built and managed a targeted CRM, generating hospitality leads and executing mail-mergers to book demos
- Wrote cold outreach templates for email and LinkedIn direct messages to support early lead generation efforts

**Blue Ridge Software, Lynchburg, VA**

*Marketing Intern*

*June 2024 - August 2024*

- Acquired website design skills and built a personal website; garnered sales knowledge and conducted cold calls
- Generated and integrated outputs from design interfaces and website tools such as Figma, Divi, and WordPress

**Mondial Creative Collection, Richmond, VA**

*Extern*

*Summer 2021*

- Reviewed agency creative development workflows and design strategy across multi-brand examples (e.g., Under Armour, Oreo, Buffalo Wild Wings), summarizing takeaways on briefing, messaging, and execution
- Collaborated with a sound design team to output a mock Oreo ad concept, aligning visuals and audio into a cohesive deliverable and presenting rationale

## EXTRA CURRICULAR ACTIVITIES

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**Promotions, Charlottesville, VA**

*Team member*

*Fall 2025*

- Collaborated on a 10-person team in anticipation of the NSAC on an umbrella campaign pitch for the NFL's social-impact platforms; produced a PowerPoint including research and video spot and experiential activation concepts
- Led ideation for the video spot and storyboard for the pitch, partnering with teammates to translate the concept into AI-assisted frames; presented the storyboard and narrative rationale during the final pitch

**Catholic Hoos, Charlottesville, VA**

*Service Committee Chair (2024); Communications Video Content Creator (2025)*

*January 2024 - Present*

- Appointed by the club's president to represent the service committee; engaged in Ministry Council meetings and decision making, contributing to the maintenance and growth of UVA's Catholic campus ministry
- Produced ministry shortform video content for Catholic events such as Ash Wednesday, Good Friday, and Easter