

## Leslie Rosario-Olivo

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### PROFESSIONAL EXPERIENCE

#### *FUTUREPOEM – New York, NY*

Social Media Manager | 2025–Present

- Develop and execute promotional content for book launches, events, and press releases aligned with organizational voice and brand identity
- Manage digital campaigns supporting subscriptions, fundraising initiatives, and e-commerce
- Foster community engagement across platforms to strengthen relationships with readers, authors, and peer presses

#### *WORLD POETRY BOOKS – New York, NY*

Social Media Manager | 2024–Present

- Develop and execute promotional content for book launches, events, and press initiatives
- Create and nourish relationships with writers and translators through outreach, promotion, and collaboration
- Manage subscription and fundraising campaigns, surpassing a \$5,000 matched donation goal
- Contributed to a 7.8% increase in followers and a 69.6% increase in engagement from non-followers

#### *PRINTED MATTER INC. – New York, NY*

Distribution Associate | 2022–Present

- Serve as primary point of contact for patrons at a bookstore housing 45,000+ artist books and publications, regularly generating \$1,500+ in daily sales
- Build and maintain relationships with artists, publishers, and institutions through direct outreach and collaboration
- Coordinate and support bookstore events including artist talks, book launches, and workshops
- Research, process, and catalog new and historically significant materials, including books, prints, editions, and ephemera
- Quality check, pack, and ship domestic and international orders; manage memberships and transactions via ERPLY
- Develop and support educational and promotional content related to independent and artist book publishing for social media, class visits, and institutional programming.

#### *SCHOOL OF VISUAL ARTS – New York, NY*

Project Coordinator | May 2023–August 2023

- Coordinated communication between artists, gallery staff, departments, and vendors to support exhibitions and installations
  - Assisted artists with gallery installation in accordance with exhibition standards
  - Designed digital and print materials for exhibitions, openings, and institutional events
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### SELECTED TEACHING & WORKSHOPS

*The Democratic Multiple* — Workshop Facilitator, Pratt Institute (2025)

*Ecopoetics Book-Making* — Workshop Facilitator, Wesleyan University (2025)

*F\*ck Adobe: Independent Publishing* — Public Workshop (2024)

*Kitchen Table Books* — Public Program, Wendy's Subway (2024)

### EDUCATION

WESLEYAN UNIVERSITY – Middletown, CT

Bachelor of Arts in English | 3.89 GPA

### ADDITIONAL EXPERIENCE & SKILLS

Artist Assistant to Jia Sung (2024)

Endless Editions Risograph Studio Work Exchange (2023–2024)

Printed Matter, Inc. NY Art Book Fair Internship (2022)

**Skills:** Content creation; photo/video editing; digital asset management; workshop facilitation; archival research; event coordination

**Tools:** Adobe Creative Suite, Cargo, WordPress, Google Workspace, RISO

**Languages:** Fluent in English and Spanish; proficient in American Sign Language (ASL)