



ASSOCIATED STUDENTS OF THE
UNIVERSITY OF WASHINGTON

BOARD OF DIRECTORS

Session 125

Date *April 16th, 2026*

Submitted by Owen Rivera, Personnel Director

BOARD BILL 2.25: An Act to Hire Macy Olivera as the Arts and Entertainment Marketing Coordinator for the 2026-2027 Academic Year

WHEREAS: Macy Olivera has demonstrated direct and proven excellence in the Marketing Coordinator role through her current tenure with ASUW Arts + Entertainment, where she leads all marketing, branding, and design efforts including promotional partnerships and advertising initiatives, oversees social media strategy and content creation for an Instagram account with 6,000+ followers, and collaborates with the creative team to manage workflows from concept to execution — establishing a strong record of performance and institutional knowledge that makes her exceptionally well-positioned to continue in this role; and,

WHEREAS: Macy's academic foundation in Marketing and Psychology at the UW Foster School of Business, complemented by a 3.79 GPA, Dean's List recognition across all seven quarters, and coursework in Consumer Behavior, Marketing Analytics, and Music History, equips her with both the analytical and cultural fluency needed to develop innovative marketing strategies, evaluate campaign effectiveness, and contribute informed ideas for campus programming that reflects current trends and student interests; and,

WHEREAS: Macy's professional experience as a Marketing and PR Intern at Kühl Clothing, where she produced visual merchandising graphics using Adobe Creative Suite, developed strategic media pitches, and conducted competitor analyses that secured industry coverage, demonstrates her ability to manage end-to-end creative workflows, build promotional partnerships, and deliver polished, brand-aligned assets across print and digital media under real-world deadlines; and,

WHEREAS: Macy's leadership as Vice President of Kappa Delta — where she managed internal administrative affairs, coordinated reporting and evaluation schedules, oversaw appointed officers, and maintained alignment with a national organization — reflects the organizational, supervisory, and communication skills necessary to build relationships with campus RSOs and off-campus partners, contribute to weekly staff meetings, and support the Director in executing the full scope of Arts + Entertainment's programming and outreach responsibilities.

**THEREFORE, BE IT ENACTED BY THE ASSOCIATED STUDENTS OF THE
UNIVERSITY OF WASHINGTON BOARD OF DIRECTORS**

THAT: Macy Olivera be hired for the 2026-2027 Academic Year; and,

THAT: A copy of this bill be forwarded to Macy Olivera, Arts and Entertainment Marketing Coordinator, and Alan Galvez, SAO Advisor.

End