



HAYLEY B.

TEXAS CHRISTIAN
UNIVERSITY

CONTACT

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EDUCATION

Texas Christian University, Fort Worth, TX
Bachelor of Science, Strategic Communication, Business Minor

EXPERIENCE

AGENCY EXPERIENCE 1

BROADCAST PRODUCTION INTERN | JAN - APR 2016

- Create finalized scripts in InDesign and consolidate files for Client 1 and 2
- Observe and collaborate on performance during recording sessions for radio and television commercials
- Assemble contact lists and promotional materials for Out-of-Home & Experiential
- Revitalize intern Instagram account by developing a program to expand the audience to promote internships and company culture

AGENCY EXPERIENCE 2

ACCOUNT SERVICE INTERN | SEPT - DEC 2015

- Write creative briefs for 2 clients to outline goals and objectives for various projects
- Manage 20-30 tasks per week for clients and account executives; open and close jobs
- Research information to create proposals for prospective clients
- Communicate with 15 clients per week over the phone and direct them to appropriate contact

STARTUP COMPANY 1

DESIGN & ADVERTISING INTERN | MAY - AUG 2015

- Collaborate to help implement plans for growing verticals
- Design digital and print marketing materials for various campaigns
- Improve website images, blog posts, App Store images, and social media posts and ad campaigns
- Build the visual brand and create guidelines for having a consistent look across platforms

AGENCY EXPERIENCE 3

GRAPHIC DESIGNER | JAN - MAY 2015

- PRSA Worthy Award for Tactics in Online/Digital: Social Media
- Create flyers, logos, brochures and other graphic designs for clients
- Collaborate with a team of 4 to 5 on multiple accounts
- Provide creative insight on media planning

COMPANY EXPERIENCE 1

SOCIAL MEDIA MANAGER | JAN 2013 - MAY 2015

- Edit and enhance photos to display finished construction projects
- Manage Houzz and Pinterest accounts
- Write and create tags for photos to enable search engine optimization
- Best of Houzz 2015 Award

CAMPUS INVOLVEMENT

- Alpha Delta Pi Sorority, *Pride Leader*, August 2014 - May 2015
- TCU American Marketing Association, *VP of Advertising and Promotions*, August 2014 - May 2015

SKILLS

- Adobe Suite (Photoshop, Illustrator, InDesign), Microsoft Office (Word, Power Point, Outlook), Google Docs, Basecamp, Media Ocean, Canva, Squarespace
- Certifications: Google Analytics