

Haley McKenzie

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EXPERIENCE

Marketing Director

Oct. 2014 - July 2015

Jumptwist Music | Boca Raton, FL

Managed online marketing campaigns to promote gymnastics floor music in the South Florida region and attended conventions across the nation. Fostered growth of customer base by marketing campaigns through both online platforms and printed materials. Helped oversee deadlines for clients' floor music deliveries between the customer and music producers through frequent communication. Provided website maintenance and upkeep through the WordPress website to ensure smooth operation. Additionally, provided SEO services, wrote multiple blog posts, and helped create videos for the company.

Key Accomplishments:

- Invited to attend the 2016 Gymnastics National Trade Show and Congress held in conjunction with the 2016 Pre Olympic Trials.
- Communicated with high level athletes and well known members of the gymnastics community.

Marketing Intern

Sep. 2015 - Feb. 2016

Double Entente Films | Remote

- Oversaw and created online Marketing/PR campaigns to promote "The Babymoon".
- Helped oversee preparation for press events to ensure patron enjoyment and smooth event execution.

Marketing Assistant

Sep. 2017 - Dec. 2017

Gulf Coast Symphony | Fort Myers, FL

- Oversaw and created physical and online Marketing/PR campaigns to promote the symphony in the SouthWest Florida region.
- Helped oversee preparation for symphony events to ensure patron enjoyment and smooth event execution.
- Collaborated with local theaters and vendors to promote the symphony events at their establishments.

Flight Analyst Intern

May 2019 - Sept. 2019

FlightDocs | Bonita Springs, FL

- Worked on logbooks and aircraft manuals with very strict deadlines and regulations.
- Responsible for frequent communication between myself, coworkers, and supervisors to ensure aircraft manuals and logbooks met and exceeded expectations.
- Used project management software such as Monday, Salesforce, Jira, and AirTable to keep track of projects and assignments.

Freelance for Content Creators

2016 - Present

Freelancer | Remote

- Created graphics for social media pages, YouTube thumbnails, and Twitch overlays.
- Edited videos for content creators to post on various social media and streaming sites.
- Managed creators growth on various sites such as Google Ads, Facebook, and other platforms.

Barista/Server

2019 - 2020

Market on Front | Missoula, MT

- Created a friendly environment for customers and communicated back their orders effectively and in a timely manner.

EDUCATION

Florida Gulf Coast University | Bachelor of Arts in Interdisciplinary Entrepreneurship | Minor Digital Media Design Aug. 2015 - Dec. 2019

- *Public Relations Officer*, Theta Phi Alpha
- *Member*, CEO Club; *Participant*, FGCU Runway (Incubator) Program; Food Forest Certification
- Beginner Google Analytics Certification

SKILLS

| Content Development | Event Planning | Data Analysis | Project Management Software | Social Media Management | Adobe Software | Client Relations | Networking | Community Management | Microsoft Office Applications | PR Campaigns | Data Entry | Communication | Adaptability |