Whitney Hayes

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# OBJECTIVE

Performance-driven individual, technologically-savvy and self-taught in the field of Marketing and Analytics. Searching for a Marketing Coordinator or Managerial role where I can use my business and management education to effectively execute marketing campaigns and operations.

# Education

Florida State University, B.A. Marketing Communications, May 2016, GPA – 3.5

# Relevant Coursework

|  |  |
| --- | --- |
| * Content Creation * Content Marketing Strategy * Social Promotions * Lead Nurturing * Conversion Optimization | * Topic Clusters * Email Marketing * Social Media Marketing * SEO – Intermediate * SEO - Advanced |

# Relevant Experience

## University of California

### Research Experience for Undergraduates Intern

Jan 2012 – Mar 2012

* Attended lab group meetings, developed presentations, conducted successful research projects and recorded results within a thesis paper.
* Organized and maintained lab instruments, equipment and reagents.
* Cleaned, maintained, and assembled the extruder and its auxiliary parts and implemented the frequent calibration of liquid feed pumps and solid feed hoppers.

# Professional Experience

## Vanguards Limited

### Junior Manager

Apr 2012 – Jun 2014

* Identified and qualified prospective clients through research and marketing strategies such as social media listening, search engine optimization and other advertising models.
* Contributed to the development of an automated weekly payroll system, and used it for surreptitious tasks such as sales and marketing.

# Skills

Interpersonal skills

Analytical and problem-solving abilities

Organizational skills

# Honors & Activities

Influencer Marketing Awards, 2010

Global Marketing Day Awards, 2009

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