

Hailey Nycum

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EDUCATION

Texas State University, San Marcos, TX
Bachelor of Science, Digital Media Innovation
Minor in Studio Art

January 2024 - May 2026

University of Texas, Austin, TX
Completed 2.5 years toward Bachelor of Science in Environmental Engineering

August 2021 - December 2023

Relevant coursework: Advanced Social Media and Analytics, Web Design Publishing, Media Design, Drone storytelling, Elements of Software Design, Introduction to Informatics

SKILLS

Technical/Computer Skills: Figma, Canva, Bootstrap, Wordpress, HTML, CSS, Python, Adobe Suite: Photoshop, Illustrator, Premiere, InDesign

Certifications: Remote Pilot Certificate, ServSafe Manager Certification, LinkedIn Learning certifications: Illustrator 2024 Essential Training, InDesign 2025 Essential Training

EXPERIENCE

Raising Cane's Chicken Fingers, Austin, TX

Restaurant Zone Manager | September 2024 – Present
Crewmember, Certified Trainer | February 2022

- **Led** the successful opening of a new Austin location, onboarding and training **100+ new employees**, establishing high performance standards from day one.
- **Improved** key operational metrics including **speed of service, customer satisfaction, food waste minimization, and safety compliance**, resulting in the **highest restaurant performance scores in the Austin market**.
- **Directed** daily operations and managed large cross-functional teams during peak hours, achieving **top regional throughput and customer survey ratings**.
- **Fostered** a positive, high-energy work culture by coordinating **crew recognition programs, holiday events, and team-building initiatives**, strengthening retention and morale.
- **Recognized** by leadership as validated and qualified for the next management level promotion.

PROJECTS

- Portfolio: Haileynycum.com:
 - **Designed and developed** a personal portfolio website to showcase digital media and design work from my academic and professional career to highlight **web design, branding, and creative storytelling**.
 - Built using **HTML, CSS, and Bootstrap**

LEADERSHIP & COMMUNITY INVOLVEMENT

Texas Belles, Event Planning Organization
Membership coordinator

February 2023 - December 2023

- **Designed and branded** promotional materials, merchandise, and booth displays to boost organization visibility and recruitment.
- **Collaborated on event planning and marketing**, contributing to fundraisers that supported local nonprofits.

Texas Technology Student Association (TSA)
State Reporter | Elected Position

September 2020 - May 2021

- **Created and managed** social media content to promote events and highlight member achievements.
- **Produced** newsletters and communications to **share updates** with regional chapters across Texas.
- **Collaborated** with state officers to strengthen chapter engagement and event participation.