



HALEY M WILLIAMS

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EDUCATION

University of Central
Florida

*Bachelor of Science,
Human Communication*

LINKS

[LinkedIn](#)

SKILLS

Shopify
Launch Metrics
Cision
JewelMate
Happy Fox
Microsoft Office
Social Media Platforms
Public Speaking
Communication Skills
Management Skills

PROFESSIONAL EXPERIENCE

Fashion PR Coordinator at HL Group

September 2019 – April 2020

- Developed and distributed client pitches to long- and short-lead media
- Secured media placements via continued outreach and routine media inquiries
- Qualified and maintained media lists
- Established relationships and ongoing rapport with editors and influencers
- Maintained sample closet, coordinated sample requests, tracked returns and supervised inventory
- Monitored client media coverage to create and collect press clippings
- Compiled client monthly reports, recording impressions and media values across multiple media platforms
- Assisted in the planning and execution of various events
- Executed editor and influencer giftings on behalf of the client
- Provided administrative support to internal account teams

Ecommerce Operations Coordinator

November 2018 – September 2019

- Processed and fulfilled customer orders via the phone and Shopify
- Managed client relations and responded to all inquiries regarding products and services
- Monitored CRM and ensured all client repair issues, inquiries, requests and returns are resolved in a timely fashion
- Liaised between departments to coordinate repairs and returns

Intimates and Accessories Manager in Training at Anthropologie

February 2018 – November 2018

- Managed over 100 sales associates at the company's flagship location catering to 500+ customers a day
- Utilized communication, troubleshooting and management skills to meet sales goals and maintain daily operations
- Managed store visual standards, inventory replenishment, opening and closing registers, deposit preparations and daily sales and discrepancies recordings
- Trained new team members on employee conduct and knowledge of store product, procedures and best practices

INTERNSHIP EXPERIENCE

Stylist Intern Zanna Roberts Rassi: Marie Claire Senior Fashion Editor, E! News Fashion Correspondent, and Co-Founder of Milk Makeup

September 2017 – December 2017

- Assisted with the styling and coordination of photo and video shoots for Milk Makeup, E! News and the Today Show
- Supported the management of Zanna's Instagram, with a follower count of more than 124,000, through content creation
- Worked with PR executives to organize pickups and returns of all loaned product
- Aided in managing Zanna's schedule, ensuring all upcoming events were recorded and organized

Community Outreach Intern at Forema Boutique

January 2017 – May 2017

- Planned and executed events for different university student organizations to increase community engagement, store traffic and social media reach
- Created content for various social media platforms
- Assisted in building the Brand Ambassador Program for the company, the assessment of possible candidates and the formulation of responsibilities of the ambassadorship