

Hailey X. Strauss

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Innovative Social Media Marketing Coordinator seeking a professional internship or entry-level position in social media marketing. Proficient in leveraging multiple technologies and creative strategies to effectively promote and engage brands online. Combines expertise in social media management, web development, videography, photography, marketing, graphic design, and research to comprehensively execute and optimize social media campaigns.

SKILLS:

- Web Coding: JavaScript, HTML, CSS, jQuery, Bootstrap, React.js
- Database & Backend: MySQL, MongoDB, Node.js, Express.js, Microsoft Access, Python
- Software: Adobe Illustrator, InDesign, Photoshop, Premiere Pro & After Effects
- Other: Responsive Design, Progressive Web Apps, REST, JSON, AJAX, GraphQL

EDUCATION:

- Touro University, M.S., Web and Application Development January, 2024- May 2026
- University of CT, Full Stack Coding Boot Camp November, 2023
- High Point University, B.A., Social Media & Digital Communications, Siegfried Leadership Fellow May, 2023

EXPERIENCE:

Freelance Web Developer: November 2023- Present

- Design and develop websites for small businesses ensuring compatibility across various browsers and devices
- Examples of recent projects: creating websites for tea party planning business, a food truck and a baseball team's scoreboard application using JavaScript and TypeScript. Implemented features including tracking innings, outs, balls, strikes, and players on base.

Goodroot, Collinsville, CT

May 2022 - August 2022

Marketing Intern:

- Researched industry markets to create ongoing social media campaigns.
- Collaborated with marketing and leadership teams to design, produce and edit critical thought videos of the leadership team for the social media accounts in order to promote company's talent and services on LinkedIn and YouTube.
- Leveraged HubSpot email marketing strategies to create ongoing campaigns to promote engagement within new and existing audiences.

National STEM Honor Society

January 2022 - May 2022

Social Media Intern:

- Graphic design using Canva to create social media, market research. Collaboration with the marketing team.

High Point University, High Point, N.C.

November 2021 - May 2023

Photographer:

- Photography of university events which was used on university's website and marketing materials.

Women in Motion, High Point, N.C.

November 2021 - December 2021

Social Media Intern:

- Videography for nonprofit organization which provides education and empowers women in business. Utilized Adobe Premiere Pro.

Seedling TV/Captured Time Productions, Litchfield, CT

March 2020 – June 2020

Production Assistant/Intern:

- Conducted research on dyslexia for educational documentaries. Created research data summaries for the filmmaking team on excel.

Forman Makes a Movie, Litchfield, CT: www.formanmakesamovie.com/chumps

March 2019 – May 2019

Director/Editor/Actor:

- Collaborated with and led cast, lighting, camera, costume, and makeup crews. Edited full length film using Adobe Premiere Pro.

JCC of Greater New Haven Day Camp

June 2017 – August, 2021

Senior Counselor and Art Specialist:

- Created and coordinated art projects; supervised educational activities and ensured safety of over 200 campers.

VOLUNTEER: 300+ hours in volunteer work for non-profit organizations.