Haley Eastman

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## Education

Brigham Young University Provo, UT

*Bachelor of Science, Marketing (Pre-Business)* Apr2026

* GPA 3.25/4.00
* Member of BYU Marketing Association
* Skills: Tableau, HTML, Flowcharts, VBA, Digital Marketing, Database Searching, Social Media Marketing

## Experience

Leland Co. (Online counseling for graduate/under graduate students) Lehi, UT

*Marketing Intern / Reporting Manager (On-Campus Internship)* Jan 2024 – Present

* Organizing a list of 100+ internship recommendations for Leland to put on their posts/website
* Stating terms of increasing brand awareness by posting compelling content on LinkedIn
* Leading team by meeting, coordinating, and communicating with the sponsor of what deliverables have been accomplished

Library Provo, UT

*Reference Assistant* Aug 2022 – Present

* Interacting with 100+ students daily to help access online databases and online websites and other library resources
* Using and teaching students daily how to download and use printing software
* Training students how to troubleshoot and use databases
* ADD something about training and something Katherine has said

**For the Strength of Youth Counselor (Youth camp for character growth)** Provo, UT

*Counselor* May – Aug 2023

* Lead 30 participants weekly in daily activities, meetings, and games
* Working 12+ hours daily for 4 weeks, and using a lot of energy to make the kids excited to be there
* Posted promotional camp material on Instagram to 1,500 followers
* Focus on benefits for youth point: What got better for the kids

Lash Bar Boutique Lehi, UT

*Social Media Marketing Specialist / Sales Representative* Aug 2021 – Aug 2022

* Increased social media following 50% by creating online content to promote clothing, products, and services
* Sold $500-$1,000+ of product daily, by interacting and being super friendly with customers, along with telling them how amazing our products are
* Organized and scheduled 500 clients monthly to ensure that the lash artists would have clientele to promote their lash businesses

## Leadership & Service

High School Student Council Highland, UT

*Class Representative* Aug 2018 – May 2019

* Organized 50+ events and activities for a student body of 1,000+
* Led efforts in raising $20,000 for the Family Children’s Hospital by planning & executing class competitions
* Facilitated assemblies and dances to increase unity and school spirit across students

## Personal

* Music, singing, and playing the guitar
* Exploring canyons, fishing, having picnics
* Spending time with my family of 12
* MORE STATEMENTS