

Haley Witherell

(513) 379-5862 | hwitherell22@gmail.com

EDUCATION

Ohio University – Athens, OH | August 2016 – May 2020

Bachelor of Science in Communication / Marketing Minor / Strategic Leadership Certificate

Ohio State University – Columbus, OH | July 2021 – January 2022

Full Stack Coding Bootcamp Certificate

TECHNICAL SKILLS

HTML, CSS, Bootstrap, JavaScript, jQuery, API's, Node.js, SQL, Express, MongoDB, React, MERN

PROFESSIONAL EXPERIENCE

Sonoco Trident – Cincinnati, OH | June 2020 – Present

Customer Service Representative

- Liaisons with in-house designers and clients by planning, managing, and executing various projects for four client accounts including Kraft Heinz, US Foods, Hormel, and Princess Auto
- Builds project briefs and conducts research for project creation through the compilation of technical drawings, copy files, language translations, and images
- Ensures project artwork and details are to brand standards by overseeing placement of copy and graphics, copy size and fonts, and colors used within projects
- Manages account financials for all client projects by tracking PO numbers, invoicing, job status reports, and KPI deadlines

Ohio University College of Business ECO Challenge – Athens, OH | August 2019 – December 2019

Winner

- Participated in an experiential learning activity where 12 multi-disciplinary teams identified, researched, and developed sustainable environmental solutions to maximize ROI
- Calculated ROI and IRR for three potential scenarios of the sustainability plan
- Pitched sustainability plan to the ECO Challenge board and key stakeholders, and received funding to implement the plan on campus as the winning team

Tire Discounters – Cincinnati, OH | May 2019 – August 2019

Public Relations Intern

- Planned 10+ events and grand opening celebrations for four stores in a new market, and served as the key point of contact for external senior level management who participated in the events
- Drafted nine months of content for Facebook, LinkedIn, and the company newsletter showcasing employee profiles
- Outlined five promotional campaigns for PR events, and provided media support by drafting press releases, building media lists, and pitching to the releases to press
- Handled all invoicing and billing for vendors and third parties involved in grand opening events, and prepared various cost analysis for each event

Ohio University Athletic Department – Athens, OH | August 2018 – May 2019

Marketing and Sales Intern

- Conducted research on student engagement within athletics and implemented new ideas to incorporate opportunities for student participation at games which increased ticket sales and attendance by 20 percent
- Coordinated and executed 30 promotional events during sporting competitions
- Assisted marketing staff with achieving ticket sale and season ticket holder retention goals
- Supported team in crafting outbound email campaigns using curated content
- Secured sponsorships from university partners and local business to fund select promotions

Ohio University Communication Resource Center – Athens, OH | January 2018 – December 2018

Communications Intern

- Prepared materials and trained 14 peer leaders to run one on one appointments with students
- Created content for and managed social media accounts, specifically Facebook