

Haley Witherell

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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

PROFESSIONAL EXPERIENCE

Sonoco Trident – Cincinnati, OH | June 2020 – Present

Customer Service Representative

- Serves as project manager for four client accounts including Kraft Heinz, US Foods, Hormel, and Princess Auto
- Supports team with coordinating and facilitating multiple client projects per week
- Manages tracking PO numbers, invoicing, job status reports, and KPI deadlines for all client projects
- Ensures artwork and project details are to brand standards by overseeing placement of copy and graphics, copy size and fonts, and colors used within the project
- Liaisons with in-house designers and clients on projects from start to finish and delivers projects to clients by deadline
- Builds project briefs and gathers necessary information to create projects including dielines, technical drawings, copy files, language translations, and images

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 RIO and IRR for three potential scenarios of the sustainability plan
- Pitched sustainability plan to the ECO Challenge board and key stakeholders, and as the winning team received funding to implement the plan on campus

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

Public Relations Intern

- Drafted nine months of content for Facebook, LinkedIn, and the company newsletter showcasing employee profiles
- Planned 10+ PR events and grand opening celebrations for four stores within a new market
- Managed finances and prepared various cost analysis for each PR event
- Served as the key point of contact for senior level management from external companies who took part in PR events
- Budgeted for and handled all invoicing and billing for vendors and third parties involved in PR events
- Outlined five promotional campaigns and drafted press releases for PR events
- Supported PR team in building media lists and pitched media releases to the press

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

TECHNICAL SKILLS

- HTML, CSS, Bootstrap, JavaScript, jQuery, API's, Node.js, SQL, Sequelize, Express, Handlebars, React