



Haley Leigh

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Education

University of Nebraska-Omaha

Bachelor of Arts in Communication

Major: Journalism and Media Communication

Emphasis/concentration: Public Relations and Advertising

Expected Graduation: December 2020

Professional Experience

Airlite Plastics, Internal Communications Specialist Feb 2022-Present

Create content for internal communications channels. Research internal communications platforms to present a proposal for an internal communications solution. Prepare social media rollout plan, company-wide surveys for 1500 people, and assist in script reviews and creating storyboards for video content.

Maverick PR Summer 2020 - Omaha, NE

Designed logos for SWAG, designed a logo for a client wanting to rebrand, wrote feature story for student publication, designed donor booklet.

Boys Town Press, Digital Marketing Intern Spring 2018 - Omaha, NE

Assisted in crafting and editing blogs, sorted and reviewed social media content, researched related articles and information for writing projects, analyzed and assessed pertinent information for book publication purposes.

Daily Nebraskan, Reporter 2016 - Lincoln, NE

Wrote 2-3 articles weekly for the university publication, collected, edited, and wrote information necessary for publication.

Relevant Courses

Capstone Fall 2020: Created a social media calendar for client, designing letterhead, created social media graphics, designed other marketing materials.

Strategic Writing Fall 2020: Created a content calendar for client, designed letterhead, wrote feature stories and press releases, designed brochure and newsletter pieces.

Principles of PR Spring 2019: Created news releases, blog posts, fact sheets, and other branding and marketing materials. Wrote blog posts and feature stories, wrote a radio PSA script.

Principles of PR and Advertising Design Spring 2019: Learned adobe suite, created a fake company, designed all marketing, brand and promotional materials for the company

Proficiencies

- Self-starter
- Adobe Suite
- Microsoft Suite
- Flexible and able to multi-task
- Time-management

Clients

- Douglas County Health Center
- Grief's Journey