

kacee n. haslett

2010 Maple Avenue / Evanston, IL 60201 / updated May 2021

education

NORTHWESTERN UNIVERSITY *June 2023 / Evanston, IL*

Medill School of Journalism: Bachelor of Science in Journalism + Integrated Marketing Communications Certificate
Weinberg College of Arts and Sciences: Minor in Creative Writing

marketing + media experience

PAPER SOURCE

- **PR/Marketing Intern** (March. 2021-present): product selection, trend pitching, contact with micro-influencers, catalog copy-writing, competitive analysis. TikTok, e-commercial and digital marketing at the retail store's headquarterd marketing department, focused on gifts, stationary, scrapbooking and crafts

FORM & FUNCTION MARKETING OF NORTHWESTERN UNIVERSITY

- **Vice President Human Resources** (March 2021-present): responsible for the membership and maintaining group culture. Facilitating recruitment throughout the academic year, planning and budgeting social events, all financial responsibilities, quarterly "Check-Ins," keeping attendance at weekly meetings and overseeing intern awards
- **General Member** (Sept. 2020-March 2021): redesigned websites, reworked brand guides + created social media content for local companies the Equal Opportunity Book Box, The Blue Horse Tavern, and Cue the Curves

BLACKBOARD MAGAZINE

- **Creative Director** (March 2021-present): oversight of creative direction of magazine in theme and layout, management of promotion, photography and design of magazine spreads
- **Marketing Chair** (Jan. 2021-present): developed and directed Instagram, Twitter and Facebook promotion of online and print publication. Planning of promotional events for magazine releases
- **Design Team** (Sept. 2020-present): design + layout of magazine spreads for quarterly publication for Northwestern University's only Black student special interest publication

MAPLE

- **Graphics Intern** (Jan. 2021-May 2021) production of graphics, social media strategies, and brand design for local Kellogg School of Managment startup focused on trial-size skincare

additional work experience

NEWFANGLED CONFECTIONS

- **Team Member** (Dec. 2019-Dec. 2020): assembled packaging + shipping of candy product for commercial stores

KAPPA ALPHA THETA (TAU CHAPTER)

- **Diversity & Inclusion Co-Chair** (March-June 2020): leading education of members to promote inclusion and diversity via event planning + member resources for chapter + Northwestern's own Panhellenic Association

BLIND OWL BREWERY

- **Hostess** (Oct. 2018-Sept. 2020): welcoming and escorting guests, management of front of house, restaurant, bar and patio floors through server seating chart coordination + cleanliness, organization, customer hospitality

FRANCESCA'S COLLECTIONS

- **Stylist** (March 2017-March 2018): welcoming guests, pairing accessories for occasions, ringing up guests + management of cash-wrap, cleaning, restocking + organizing inventory, customer service

skills

Adobe Creative Cloud (InDesign, Photoshop, Premiere), AP Style, Canva, Customer Service + Hospitality,
DSLR Cameras, Facebook, Google Suite, Instagram, Microsoft Suite, Snapchat, Twitter, TikTok, Wix, Wordpress + SNO

kaceehaslett@gmail.com | 317.937.7289 | [@kaceehaslett15](#) | [kaceehaslett.wixsite.com/portfolio](#)