

MADDISONHAFFER

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PROJECTS

Dog Sports at Kim's Website

2022

- Utilizing initial preparation and content audits to understand business goals, current content and target market
- Revision to make content clear and consistent with voice and tone
- Website redesign to reflect current market and target clientele as well as improving overall accessibility

k9 Breed Match App

2021

- Utilizing initial preparation and content audits to build a style guide
 - Revision to make content clear and consistent with voice and tone defined in style guide
 - Handled all aspects of project design from ideation through to completed project
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WORK EXPERIENCE

Contract Administrator

2019 – Present

Bullhorn Inc | Remote

- Participate in contract negotiations to pursue company goals
- Reviewing signed contracts and amendments to update CRM records
- Responding to internal inquiries related to contracts, explaining complex legal terms in easily understood language

Group Sales Manager & Events Coordinator

2017 – 2019

Peak Resorts | Wildwood, MO

- Implementation of social media & email campaigns improving click through rates significantly.
- Cultivated copy for website, marketing, promotional contents and email content to create consistency throughout company communications.
- Coordinated all aspects of group sales and corporate events focusing on positive customer relations increasing sales significantly and building return rate from 45% to 75%

Administrative Assistant

2016 – 2017

Peak Resorts | Wildwood, MO

- Created onboarding documentation for new customer facing roles that was used to onboard 15 employees.
- Perform administrative and office support for multiple supervisors including HR, Inside Operations and Group Sales

Event Management Internship

2016

100% Events | Nowra, NSW Australia

- Implementation of marketing strategy via social media, email and print
 - Development of content for websites, emails, apps and social media consistent with brand voice & tone
 - Coordinated volunteers at a variety of events, from elite Olympic trial triathlons to local fun run style events
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EDUCATION

UX Writing Certification

uxcel

Fundamentals of UX Writing

UX Content Collective

BA in Business & Event Management

Martin College, Sydney Australia