hello i'm **haley**
smith

Education

2015 - 2016
General Assmebly
HTML, CSS, JQuery Certificate

August 2006 to May 2008
School of the Art Institute
Design Continuing Studies Student

August 2006 to May 2008
Columbia College Chicago
Masters in Media Management

August 2002 to May 2006
University of Missouri
Bachelor of Arts and Communication

Technical Tool Kit

HTML5, CSS3, JQuery
Adobe Illustrator, Photoshop and InDesign
Salesforce
Basecamp
Hootsuite, Sprout Social, Radian6
Certified in Google Analytics
Facebook Ad Management
Omniture, Nielsen
Powerpoint and Keynote

Skills

Copywriting
Creative Concepting/Branding
Strategic Partnership & Relationship Creation
Campaign & Product Launch Support
Budget Management (past experience < $5 million)
Performance & Business Analysis
Team Management
Conflict Resolution, Mediation & Negotiation

References

Available upon request

Experience

Strategy & Business Management Consultant 2010 - Present
Developed cohesive communication strategies and strategic partnerships

Built UX spectrum team talent, and managed client relationships for the Fortune 500

Created brand voice and communication tactics

Management of multi - million dollar media budgets

Primary liason between creative teams, stakeholders and media outlets

Content creator for owned digital media

Clients included:
Accenture, Fjord, Avanade, Chaotic Moon
Museum of Science and Industry
Plan B Agency, JSH&A PR
24 Seven Talent, Aquent Talent & Artisan Talent

Digital Media Strategist // SCC 2010 - 2013
Analyzed business performance, carved budgets and recommended partners

Created and managed social media department

Structured, presented and executed communication strategies

Clients included:
Laphroaig Whiskey
Santa Margherita Wine
Solo Cup
National Pork Board

Media Project Manager // Gyro & The Onion 2008 - 2010
Cultivated relationships with media representatives and sales teams

Reported on success, measured viability and was accountable for ROI

Negotiated, purchased and trafficked media campaigns

Created original content for client digital channels

Clients included:
HBO
NBC
Kellogg's
VMWare