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**WORK EXPERIENCE**

BRAND MANAGER 2021 – 2023

Richmond Community Services, Mount Kisco, NY

* Established the role as the first brand manager for this organization and crafted the overall marketing strategy and marketing plans leading to the establishment of brand standards and guidelines.
* Crafted email marketing campaigns, segmenting audiences and optimizing copy to increase open rates from 7% to 12%.
* Collaborated with cross-functional teams to identify key areas of emphasis for digital marketing brand initiatives and built a consistent and thoughtfully created social media presence leading to a 40% increase in Facebook engagement and a 30% increase in Instagram engagement.
* Created all content, using SEO best practices, in response to stakeholder requests and in conjunction with numerous departments for the website and social media channels (Facebook, Instagram, Twitter, and LinkedIn) as well as brochures, flyers, blog posts, newsletters, emails, and advertisements.
* Conducted market research and competitor analysis to continually revise and refine messaging to meet consumer needs.
* Developed a series of videos for internal training and external marketing purposes, utilizing SharePoint to collaborate with Workforce Development on the project.
* Acted as the lead project manager for a full revision and redesign of the website by developing an RFP, interviewing 17 candidates, and working with numerous stakeholders throughout the proposal process to choose the best vendor.
* Revised, re-launched, and championed a multi-faceted in-house employee appreciation and recognition program using company collaboration tools such as Microsoft Teams, Google suite, text messaging and OnShift.

MARKETING AND EVENT COORDINATOR/EDUCATOR 2007 – 2021

Teatown Lake Reservation, Ossining, NY

* Coordinated with local educators to provide teacher trainings, field trips and in-school visits.
* Facilitated and hosted special event webinars including meeting with the presenter before the webinar to establish a program run of show and rehearse.
* Engaged audience and encouraged interaction and conversion through weekly email marketing campaigns and specialized campaigns during holiday and summer camp seasons.
* Led all logistical aspects of Teatown’s signature events resulting in the highest attendance number at a single event in the organization’s history.
* Crafted press releases to announce events to media, coordinated media appearances with senior staff and participated in media interviews for major events.
* Oversaw complete revision of Teatown’s website including working with multiple departments and a web designer to rewrite/edit pages resulting in an improved user experience.
* Completed website edits and additions as requested and as needed to accommodate a continually changing monthly event calendar.
* Leveraged multi-channel campaigns including social media (Facebook, Twitter, Instagram, YouTube), paid advertising and brochure development resulting in a 30% increase in program attendance.
* Worked with the education department to design and deliver virtual and in-person programs focused on local environmental education topics.

**EDUCATION**

B.A. Communications, College of Mount Saint Vincent

M.Ed. Early Childhood Education, Champlain College

Certificate in Brand Management, Cornell University

**SKILLS**

Website editing/content management on WordPress, Drupal, Wix and Square Space

Extensive experience with Facebook, Instagram, Twitter, YouTube, LinkedIn and Slack

Adobe InDesign & Canva

CRMs: Zoho & Every Action

Email marketing on Mail Chimp and Constant Contact

Advanced skills with the Microsoft and Google Suites