

HALEIGH STAALNER

www.haleighstaalner.com

EMERGING MEDIA & MARKETING

Highly creative professional with the ability to drive visibility and profitability through social media and traditional marketing and communications programs. Hands-on experience coordinating deadline-driven projects and online campaigns that capture attention and generate leads. Passionate and focused individual with a tireless work ethic and unwavering positive attitude. Unique capacity to translate technical information into compelling, targeted and grammatically correct content that can be easily understood by diverse audiences. Meticulous attention to detail.

AREAS OF EXPERTISE:

- Digital & Social Media
- Data Analytics
- Website Development
- Content Management
- Online Marketing & Lead Generation
- Search Engine Optimization (SEO)
- E-mail Campaigns
- Project Management
- Editing & Proofreading

PROFESSIONAL EXPERIENCE

TERRY COLLEGE OF BUSINESS – UNIVERSITY OF GEORGIA, Athens, GA

Content Manager (January 2018 - Present)

Responsible for managing content and overseeing update requests for the Terry College of Business website and microsites. Independently designs and implements email marketing campaigns ranging from monthly newsletters to development and awareness initiatives.

Key Achievements:

- Redesigned and updated existing technology to ensure better performance for Digital Signage throughout Terry College buildings to promote student, faculty and staff communications.
- Coordinated and project managed the Terry College of Business 8,000+ page website migration.
- Project leader for Terry College of Business website and microsite redesigns.

AUXILIARY SERVICES – UNIVERSITY OF GEORGIA, Athens, GA

Public Relations Specialist II (February 2015 – January 2018)

Managed and progressed UGA Dining Services' and Taqueria 1785's social media presence, email marketing program, website updates, digital signage systems and print materials. Managed UGA Dining Services' Mystery Shopper program, Meal Plan Ambassador Program, Graphic Design students and ensured all special event print and digital materials were created, posted and taken down at the conclusion of the event. Tracked social media analytics for all Auxiliary units. Performed conflict resolution on social media between customers and Auxiliary units. Trusted social media advisor for Auxiliary units such as UGA Parking and Transportation, the UGA Golf Course, Vending, Bulldog Bucks and the UGA Bookstore.

Key Achievements:

- Produced, shot, edited and branded a video web series 'UGA Eats' in partnership with Nutrition Services for UGA Dining Services, a how-to video series for UGA Transportation and Parking Services and a student employment video series 'Aux in Action' for Auxiliary Services which are all disseminated on multiple social media platforms and websites.

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- Designed and installed Risevision Digital Signage system into UGA Dining Services' locations across campus.
- Achieved record meal plan sales three years in a row after marketing new meal plan choices and leading the Meal Plan Ambassador team during new student orientations.
- NACUFS Marketing Institute 2016 Graduate. | Presenter at the NACCU Annual Conference on 'Digital Signage Basics: An Intro on How to Use and Implement the Technology on your Campus.' | 2017 Loyal E. Horton Dining Awards Silver Medalist team recipient for Retail Dining Concepts

ADDITIONAL EXPERIENCE

Marketing Assistant, PORTER KEADLE MOORE (May 2014 - February 2015) – Managed and updated social media pages (LinkedIn, Facebook, Twitter and YouTube), developed and edited compelling content for “Off the Ledger” Blog targeted at potential employees and “The PKM Perspective” targeted at potential clients. Created corporate communications materials for internal and external use. Marketed Continuing Education classes and events for internal and external participants.

Social Media and Technology Intern, RE/MAX LEGENDS (May 2013 – February 2015) – Managed and updated social media, web and intranet sites, and developed compelling and targeted content for agents and potential clients. Launched e-mail blasts and create corporate communications materials for new and existing RE/MAX offices. Facilitated internal training and development programs and Continuing Education courses for Agents in website development, walk-thru videos and social media marketing. Perform administrative tasks to maintain an organized and efficient office setting.

Social Media Specialist, STEWART & ASSOCIATES (May 2009 – May 2013) – Independently established, managed and continuously enhanced social media sites to promote the company and drive new business through online resources. Introduced new functionality to existing websites. Managed and supported client communications and tracked analytics.

EDUCATION

Emerging Media Masters (Expected May 2019)
THE UNIVERSITY OF GEORGIA, Athens, GA

Bachelor of Arts in English Writing and Rhetoric (2013)
GEORGIA GWINNETT COLLEGE, Lawrenceville, GA

TECHNICAL PROFICIENCIES:

Design: Adobe Creative Suite,

Digital Media: GAIL, Mailchimp, Constant Contact, Salesforce, Easy Emerge

Web Design: HTML, CSS, Bootstrap

CMS: WordPress, Drupal, Expression Engine, Omni Update

Social Media: Facebook, Twitter, Pinterest, Instagram, LinkedIn, Snapchat

Video Production: Adobe Premiere, Final Cut Pro, iMovie

Google: AdWords, Analytics, Risevision, Docs, Sheets, Slides, Forms

Additional: Microsoft Office Suite, Search Engine Optimization (SEO), Photography, Blogging, Training