

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 team leader 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
- Leadership & Team Management
- Search Engine Optimization (SEO)
- E-mail Campaigns
- Project Management
- Editing & Proofreading

PROFESSIONAL EXPERIENCE

EXPLORE GWINNETT – GWINNETT COUNTY’S CONVENTION & VISITORS BUREAU, Duluth, GA

Marketing Project Manager (April 2019 - Present)

Single-handedly responsible for managing the Gwinnett Creativity Fund, Gwinnett County’s first-ever arts grant for local non-profits. Responsibilities include SurveyMonkey Apply grant software and website creation and maintenance, project management, and consistent communication to eligible applicants and press releases to media.

Also, solely responsible for managing Artober Gwinnett, a month-long celebration of the arts in Gwinnett County every October. Responsibilities include event creation, management and advertisement, communication to Explore Gwinnett’s 30,000 + audience on social and email and press releases to media.

Additional responsibilities include creation of Gwinnett’s first-ever film website, managing and advertising the highly popular Seoul of the South Korean Restaurant Tours and creation of tear-able pad maps showcasing Gwinnett area attractions, hotels, and restaurants.

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

Content Manager (January 2018 – April 2019)

Responsible for managing content and overseeing update requests for the Terry College of Business website and microsites. Independently designed and implemented 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 and advertise to student, faculty, and staff.
- Project leader and coordinator for Terry College main 8,000+ page website migration and redesign and additional microsite redesigns.

THE UNIVERSITY OF GEORGIA AUXILIARY SERVICES, Athens, GA

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Public Relations Specialist II (February 2015 – January 2018)

Manage and progress UGA Dining Services' and Taqueria 1785's social media presence, email marketing program, website updates and digital signage system. Manage UGA Dining Services' Mystery Shopper program, Meal Plan Ambassador Program, Graphic Design Students. Produced a social media analytics spreadsheet to keep track of social media analytics for all Auxiliary units. Perform conflict resolution on social media between customers and UGA Dining Services and Taqueria1785. Trusted advisor of other 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.
- Designed and installed RiseVision Digital Signage system into UGA Dining Services' locations across campus.

ADDITIONAL EXPERIENCE

Marketing Assistant, PORTER KEADLE MOORE – 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 – 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.

Social Media Specialist, STEWART & ASSOCIATES – 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.

EDUCATION

Emerging Media Masters (2019)

THE UNIVERSITY OF GEORGIA, Athens, GA

New Media Institute Certificate Program (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