

# HALEIGH STAALNER

DIGITAL MARKETING | E-COMMERCE | WEB DEVELOPMENT

## PERSONAL PROFILE

I am a passionate, driven, and results-oriented marketing manager with 6+ years of experience in developing and executing successful marketing strategies for organizations through web, social, e-commerce and email marketing initiatives.

## EDUCATION

### Master of Arts in Emerging Media (M.A.) | 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 & Rhetoric (B.A.) | 2013

Georgia Gwinnett College, Lawrenceville, GA

## SKILLS AND EXPERTISE

- E-Commerce, Shopify, Squarespace, Woocommerce
- Content Creation, Lead Generation
- Website Development, UX trained, CMS proficient
- Social Media, PPC, Campaign Optimization
- Email Campaign Creation, A/B Testing
- Leadership and Team Management
- Public Relations and Outreach
- Development and Training
- Marketing and Sales Strategy
- Project Management from Concept to Completion
- Budget Allocation
- Performance Analytics and ROI Reporting
- Adobe Creative Suite and Video Creation
- Digital Marketing, Product Marketing
- Customer Service and CRM Management

## ACCOMPLISHMENTS

- Perfect Attendance Award Recipient Grades K - 12
- Gwinnett Young Professionals Leadership Institute Graduate
- NACUFS Marketing Institute 2016 Graduate

## CONTACT DETAILS

Portfolio: [www.haleighstaalner.com](http://www.haleighstaalner.com)

Location: Jefferson, GA

## WORK EXPERIENCE

### MARKETING PROJECT MANAGER

#### Explore Gwinnett | Apr. 2019 – Present

- Ideated and developed Love, Gwinnett e-commerce/online store relaunch strategy and design as well as the launch of new Gwinnett Film and Gwinnett Creativity Fund websites.
- Develop and cultivate relationships with new and existing arts organizations through effective communication and exemplary interpersonal skills.
- Lead development and implementation of grant policies, procedures and marketing endeavors for local Arts grant, Gwinnett Creativity Fund.
- Project management of various marketing endeavors from initial concept to completion.

### CONTENT MANAGER

#### Terry College of Business | Jan. 2018 – Apr. 2019

- Project management for new digital signage system throughout multiple buildings on-campus for targeted marketing messaging to various audiences.
- Directed web and marketing teams for redesign and microsite expansion of Terry College of Business website.
- Designed and implemented email marketing campaigns ranging from monthly newsletters to development and awareness initiatives.

### PUBLIC RELATIONS SPECIALIST

#### University of Georgia Auxiliary Services | Feb. 2015 – Jan. 2018

- Led the organization through major technology milestones including multiple website overhauls, re-branding organizational voice and visual brand standards, digital signage implementation for strategic marketing messaging, and established multi-departmental promotional video campaigns for increased web and social presence as well as overall engagement.
- Leadership supervisor for sales and marketing team that grew organizations sales and brand awareness by 34%.
- Monitored media and social channels and improved conflict resolution and customer service satisfaction by 27%.