

Haley E. Young

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Education

University of Wisconsin-Madison

May 2018

Bachelor of Business Administration in Marketing; Certificate in Graphic Design

GPA: 3.90/4.00

Honors: Dean's List (all semesters), Direct Admit BBA Student, National Merit Commended Student

Experience

Content Marketing Intern

January 2018 - present

Olivia Barrow Communications

Madison, WI

- Independently conduct client interviews to build rapport and discover their stories
- Adjust my voice and perceptions to authentically ghostwrite articles for clients
- Write weekly sponsored social media posts to make advertiser's content stand out

Senior Class Communications Director

March 2017 - present

UW-Madison Senior Class Office

Madison, WI

- Create an accessible website for the senior class to drive student participation and unity
- Respond to social media analytics to effectively run engaging, informative platforms

Website Content Specialist

November 2016 - January 2018

Wisconsin School of Business

Madison, WI

- Independently received and resolved project tickets to provide fast, accurate service
- Communicated professionally with faculty to clearly explain technical concepts in writing

Website/Graphic Design Intern

May 2017 - August 2017

Big Fat Designs

Wausau, WI

- Followed industry standards to create stunning visual identities and brand components
- Honed skills in Adobe Creative Suite, HTML5, CSS3, JavaScript, and written communication

Teaching Assistant

Fall 2016

Wisconsin School of Business

Madison, WI

- Facilitated two 75-minute sections of the Principles in Leadership, Ethics, Authenticity and Development course a week to actively engage 22 students in class material
- Delivered a speech in front of 110+ students to offer personal insight into the BBA program

Marketing Intern

June - August 2016

WAOV Newsline 9

Wausau, WI

- Created and edited promotional materials for broadcast, social media, and internet use
- Crafted social posts and responded to viewers to inform, engage, and build community
- Learned the company's content management system within one week to work efficiently