

# Haley Daniels

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## Skills & Abilities

- Created content for email and social media marketing campaigns
- Has formal training in Adobe Creative Suite, specifically in Photoshop, InDesign, Illustrator, After Effects, Premiere Pro, Animate and Dreamweaver
- Operates a personal weekly blog on WordPress and has experience using Wix and Drupal
- Creates campaigns and ad sets on multiple digital advertising platforms including Facebook Ad Manager and Google AdWords
- Has experience organizing and collecting print ads
- Interviewed various professionals in multiple career fields
- Written several articles using AP style
- Worked over 6 years in customer service-oriented positions

## Related Experience

### **antsle, Inc. | September 2016-Present**

- **Digital Advertising Specialist (June 2017-Present)**
  - Analyzes marketing statistics for antsle's website and social media efforts
  - Measures daily revenue and profit margins
  - Designs promotional graphics and infographics using Adobe Creative Cloud, Sketch, Canva and Venngage
  - Creates social media campaigns for holiday promotions and posts daily to the company's social media accounts
  - Assists the order fulfillment team in tracking new customer orders
  - Contributes written content as needed
  - Provides customer support via live chat and phone calls
- **Marketing Assistant (September 2016-June 2017)**
  - Analyzes marketing statistics across advertising platforms such as Facebook, Twitter, Google Adwords, Adroll, Mautic, and more
  - Organizes and creates content to post on antsle's Facebook and Twitter pages
  - Creates promotional graphics using Adobe Photoshop and Illustrator
  - Assists marketing team in making strategic decisions
  - Prepares shipping information and delivery notes for customers
  - Answers support questions from customers on antsle's website

### **Computer Market Research, Ltd. | January 2016-September 2016**

- **Digital Marketing Coordinator (June 2016-September 2016)**
  - Organized social media and email content marketing campaigns for various clients using the automated channel marketing platform MioDatos
  - Created content on behalf of MioDatos
  - Managed the MioDatos Twitter account and actively participated in Twitter chats
  - Researched articles for content marketing campaigns
- **Social Media Marketing Intern (January 2016-June 2016)**
  - Created blog posts for the channel marketing platform MioDatos at <http://www.miodatos.com/blog>
  - Assisted vendors and resellers with automated email and social media marketing campaigns
  - Helped the marketing and sales team with campaign strategies
  - Conducted market research for vendors in various industries

**Test Proctor| SDSU- Test Accommodation Center | November 2014-May 2016**

- Scheduled and prepared exams for students with disabilities
- Answered phone calls, managed office email account, and used Microsoft Excel to schedule students and log their accommodation forms
- Proctored exams to hundreds of students
- Kept confidential information secure

**Ad Manager & Staff Writer | Mesa Press | January 2014-May 2014**

- Organized and created invoices for incoming ads
- Wrote several news, opinion and feature articles, one of which was the cover article of our fifth issue
- Used WordPress for posting online articles
- Created a portfolio at <https://www.clippings.me/haleydaniels>

**Education**

**San Diego Continuing Education | Certificate- IMCP | June 2017**

Major: Interactive Media & Graphic Design

**San Diego State University | Bachelor of Arts | May 2016**

Major: Journalism with an Emphasis in Advertising

**San Diego Mesa College | Associate of Arts | May 2014**

Major: Journalism for Transfer