

HALEY DANIELS

Graphic Designer and Digital Advertising Specialist



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RELATED EXPERIENCE

DIGITAL ADVERTISING SPECIALIST

September 2016 - Present

ANTSLE, INC. - SAN DIEGO, CA

- Works directly under the CMO at the local tech startup and assists him with all digital marketing for the company.
- Leads antsle's email marketing and social media marketing using tools such as MailChimp and Hootsuite.
- Creates promotional graphics using several Adobe Creative Cloud Programs and Sketch.
- Analyzes digital advertising campaign metrics across many social media platforms such as Facebook, Twitter, Google Adwords and more.

DIGITAL MARKETING COORDINATOR

January 2016 - September 2016

COMPUTER MARKET RESEARCH, LTD. - SAN DIEGO, CA

- Led the social media marketing for the automated marketing software, MioDatos.
- Created educational social media and email campaigns and B2B content for a variety of clients.
- Participated in Twitter chats to raise brand awareness.
- Led the contest, *Content for a Cause*, for marketing students interested in getting hands-on experience with MioDatos.

EDUCATION

**Certificate in Interactive Media
(Print, Multimedia & Web)**

San Diego Continuing Education
September 2016 - June 2017

Bachelor of Arts

(Journalism, emph. in Advertising)

San Diego State University
August 2014 - May 2016

Associate of Arts

(Journalism for Transfer)

San Diego Mesa College
August 2011 - May 2014

SKILLS

Graphic Design/Multimedia



Social Media/Email Marketing



Digital Analytics



Content/Copy Writing



Photography



PLATFORMS & TOOLS

**Design &
Multimedia**

Photoshop
Illustrator
InDesign
After Effects
Premiere Pro
Garage Band
Sketch
Animate

**Social Ad
Platforms**

Facebook Ads
Twitter Ads
Google Adwords
Adroll
Reddit Ads
Bing Ads

Web

WordPress/Wix
HTML & CSS
Dreamweaver

**Digital Marketing
Tools**

Google Analytics
Hootsuite
MailChimp