

# Haley Freedman

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## EDUCATION

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### University of Florida, Gainesville, FL

Master of Arts in Mass Communication (MAMC), *Digital Marketing*

May 2019

### Rollins College, Winter Park, FL

GPA: 3.78; *magna cum laude*; Centennial Scholarship Recipient; Archibald Granville Bush Award

Bachelor of Arts in Communication Studies, *Concentration in Public Relations*

Bachelor of Arts in Environmental Studies

Bachelor of Arts in American Studies

May 2018

## EXPERIENCE

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### Marketing Operations Intern

#### Mammoth Media

Summer 2018

Los Angeles, CA

Supported monetization and user acquisition efforts for the first company to produce, distribute, and monetize original entertainment mobile apps. Mammoth Media is behind consistently top-charting apps, Yarn, Wishbone, and Arena. Reported directly to the VP of UA.

- Completed A/B tests on 90,337 users to cross-sell Mammoth apps. Resulted in 204% increase in installs and 8.83% increase in CTR.
- Created, analyzed, and managed 25 paid marketing campaigns for apps on platforms such as Google AdWords, Facebook/Instagram, Snapchat, and other mobile ad networks.
- Developed an excel based tool to effectively track ad KPIs. Merged 8 reports from 4 different networks, improving visibility and enabling optimization of marketing content strategies for 3 apps.
- Managed over 100 push notifications and in-app messages targeting 1.1 million US users.

### Digital Marketing Associate

#### John Wiley & Sons

Oct 2017 – Aug 2018

Orlando, FL

Provided part-time digital marketing and communications support to the Wiley Education Services division of a global publishing company with \$1.27B in annual revenue. Designed, planned, and managed the development of career marketing websites.

- Handled invoice management, content trafficking and upload, and SEO for 8 vertical marketing websites.
- Managed the schedule, review, and publication of over 100 articles across 7 of the 10 customer websites.
- Overhauled a career services website, leading to a 147.66% increase in organic search.

### Yerba Mate Ambassador

#### Guayaki

Feb 2018 – May 2018

Winter Park, FL / Los Angeles, CA

Managed the Guayaki Yerba Mate brand at Rollins College and maintained relationships with 20 accounts.

- Established relationships with 5 local startups in Santa Monica to provide monthly product distribution.
- Distributed 500+ cans to local consumers, implemented marketing strategies, and increased sales accounts for the local area.

### Corporate Communications Intern

#### Hilton Grand Vacations

Fall 2017

Orlando, FL

Conducted operations within the external and internal communications department of HGV, a leading, global, vacation-ownership company.

- Produced and edited messages and newsletters for an external audience of 275,000 Club Members.
- Developed internal communications for 8,200 Team Members.

### Digital Communications Intern

#### John Wiley & Sons

Summer 2017

Orlando, FL

Completed a series of projects for the vertical marketing strategy team including: content marketing strategy, website development, SEO, social media strategy, advertising and market research, HTML and CSS coding.

- Handled invoice management, content trafficking and upload, and SEO for 2 vertical marketing websites.
- Lead a team of 8 interns to build an industry first digital advertising tool.
- Taught a manager and intern team members how to integrate and modify back-end plugins on WordPress.
- Created processes for content strategy, development, review, and implementation resulting in a 172% increase in overall site users.
- Coordinated marketing content: creative briefing materials, content routing for publication, social media planning & management.

### Communications Intern

#### Cardinal Spin

Summer 2016

Sydney, Australia

Completed an internship with a communications agency specializing in public and media relations, events, and VIP/Celebrity engagement.

- Lead a team of 4 interns to successfully manage scheduling, interviews, and talent operations for the 2016 Sydney Film Festival.
- Conducted campaign reporting and industry research for 5 clients.

## SKILLS

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Microsoft Office Suite, WordPress, Braze | Tableau, Looker, Data Dog, Singular | Google AdWords, Google Analytics | SQL, SPSS