

Haley Freedman

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EDUCATION

University of Florida, Gainesville, FL

Master of Arts in Mass Communication (MAMC), *Digital Marketing*
GPA: 4.00

May 2019

Rollins College, Winter Park, FL

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

Bachelor of Arts in Environmental Studies

Bachelor of Arts in American Studies

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

May 2018

EXPERIENCE

Marketing Operations Intern

Mammoth Media

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 on Google AdWords, Facebook/Instagram, Snapchat, and others.
- 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.

Summer 2018

Los Angeles, CA

Digital Marketing Associate

John Wiley & Sons

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.

Oct 2017 – Aug 2018

Orlando, FL

Brand Manager

Guayaki

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.

Feb 2018 – May 2018

Winter Park, FL / Los Angeles, CA

Corporate Communications Intern

Hilton Grand Vacations

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.

Fall 2017

Orlando, FL

Digital Communications Intern

John Wiley & Sons

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.

Summer 2017

Orlando, FL

Communications Intern

Cardinal Spin

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.

Summer 2016

Sydney, Australia

SKILLS

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