

Hayley Becker

Impact-Driven Strategist & Storyteller

330-391-1821 | Hayleydb2002@gmail.com | [@_haybec](https://www.instagram.com/_haybec) | [Digital Portfolio](#) | [LinkedIn.com/in/hayley-becker/](https://www.linkedin.com/in/hayley-becker/)

Education

Savannah College of Art & Design | Savannah, GA

Expected graduation June 2024

BFA in Fashion Marketing and Management and a minor in Advertising: Art Direction

SCAD academic and portfolio scholarship

3.67 GPA

Dean's list 2020 - 2023

Professional Experience

Fork & Dagger Diner | Savannah, GA

Social Media Manager | August 2023 - January 2024

Managed company's online presence and engagement, including content planning, content creation, and posting

Utilized Meta Business Suite to monitor performance which showcased expansion in Facebook engagement +175%,

Facebook page visits +141%, and Instagram profile visits +70.8%

Social Media Marketing Intern | June 2023 - August 2023

Developed new logo design, merchandise designs, and branding package using Adobe Illustrator

Communicated and collaborated with business owner to strategize and implement a new social media approach

Launched and managed TikTok presence, generating 4,500+ views in 10 weeks

Achieved notable growth across key social media platforms including a +227% boost in Instagram reach, a surge of +122% in

Facebook follows, and a +24.8% increase in Facebook page visits

Nike Factory Store | Pooler, GA

Retail Associate | September 2022 - June 2023

Promoted sales through visual merchandising, mannequin styling, and stock rotation while maintaining sales floor organization

Engaged customers with support and confidence to increase percent of transaction completion

Academic Experience - SCAD

Future store concept for Birkenstock - Fall '23 - Future of Shopping course

Responsible for location analysis, store design renders, blueprint and floorplan, and visual merchandising

ESG Strategy for The North Face - Fall '23 - Future of Shopping course

Developed a wastewater management plan, rooted in sustainability and the social responsibility of giving back to communities

The North Face manufactures in

Pop-up shop for Puma - Winter '23 - Retail Management course

In charge of budgeting, product assortment plan, and footfall chart of the pop-up location using Microsoft Excel

Social campaign for Dunkin' - Winter '23 - Introduction to Advertising course

Composed social content for the brand's X and TikTok accounts; responsible for writing copy, sourcing media, and developing campaign specific hashtags

Certifications

Inside LVMH Certified

Professional Skills

Problem Solving, Adaptability, Collaboration, Team Leadership, Organization, Conflict Management

Software Skills

Adobe InDesign, Adobe Photoshop, Meta Business Suite, Microsoft Excel, Microsoft Powerpoint, Microsoft Outlook, Google Drive, Techpacker

Industry Skills

Social Media Management, Content Creation, Content Strategy, Art Direction, Global Sourcing, Brand Strategy, Creative Production, Digital Marketing