

Hayley Becker

Impact-Driven Creative & Storyteller

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Education

Savannah College of Art & Design / Savannah, GA

Graduated June 2024; Magna Cum Laude

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

Experience

Goodwill Industries of Lorain County / Elyria, OH / On-Site

Marketing & Communications Coordinator | August 2024 - Present

Oversees the organization's entire social media and digital presence

Manages in-store and program marketing initiatives and fosters relationships with retail stores

Contributes to fundraising efforts and external communications to amplify our mission's impact

Fork & Dagger Diner / Savannah, GA / Hybrid

Social Media Manager | August 2023 - January 2024

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

Monitored and continuously updated Yelp profile and website via GoDaddy

Utilized Meta Business Suite to monitor performance which showcased expansion in Facebook engagement +175%, Facebook page visits +141%, and Instagram profile visits +70.8%

Fork & Dagger Diner / Savannah, GA / Hybrid

Social Media Marketing Intern | June 2023 - August 2023

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

Collaborated with business owner to strategize and implement a new marketing approach

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

Certifications

Inside LVMH, SCADamp, HubSpot Social Media, Google AI Essentials

Professional Skills

Problem Solving, Adaptability, Collaboration, Team Leadership, Organization, Conflict Management, Communication, Project Management, Budget Management

Software Skills

Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Meta Business Suite, Microsoft Excel, Microsoft Word, Microsoft PowerPoint, Microsoft Outlook, Google Drive, Canva

Industry Skills

Social Media Management, Content Creation, Content Strategy, Art Direction, Brand Strategy, Creative Production, Digital Marketing, Community Outreach