

Hayley Becker

Impact-Driven Creative & Storyteller

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Education

Savannah College of Art & Design / Savannah, GA

Graduated June 2024

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

3.7 GPA

Professional Experience

Goodwill Industries of Lorain County / Elyria, OH

Marketing & Communications Coordinator | August 2024 - Present

Oversee the organization's entire social media and digital presence

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

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

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

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 Certified, SCADamp Certified

Professional Skills

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

Software Skills

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

Industry Skills

Social Media Management, Content Creation, Content Strategy, Art Direction, Brand Strategy, Creative Production, Digital Marketing, External Communications