

# HAYLEY BURRIS

HAYLEYBURRIS.COM | HBURRIS8@GMAIL.COM | INDIANAPOLIS, IN

## PROJECTS AND WORK EXPERIENCE

### Marketing Coordinator

CertaSite | March 2024 - Present

Leads the marketing department for a fire and life safety company, managing communications, digital strategy, and creative initiatives. Oversees website, social media, SEO, and KPI tracking to drive growth and brand visibility. Coordinates internal teams and external partners to execute marketing strategies, develop campaigns, and plan events. Combines project management and creative problem-solving to achieve business objectives and maintain brand reputation.

### Marketing Coordinator

Sports and Entertainment Travel | August 2023 - March 2024

Developed client websites, executed targeted social media promotions, created customer-based confirmation emails, and designed business proposal templates to drive digital engagement and provide travel package information for university clients.

### UX Designer, David Letterman Learning Experience

Ball State University | August 2022 - May 2023

Designed immersive augmented reality and interactive touch wall experiences that fostered a sense of belonging as part of Ball State's efforts

### Lifetime Learning Graduate Assistant

Ball State University | August 2022 - May 2023

Produced and animated educational videos for online micro-credit courses at Ball State University to encourage non-traditional students to engage with new subject areas. Created storyboards, animated content, shot video, sourced and edited b-roll, and assembled final products for multiple colleges within the university, increasing enrollment and generating revenue.

### Forkast.News Social Media Intern

Forkast.News | June 2022 - September 2022

Planned, crafted and posted social media posts via Emplifi social media platform for Instagram, LinkedIn and Facebook to increase reach of Web3 target audiences of social media channels.

## PROJECTS AND WORK EXPERIENCE (cont.)

### Multimedia Assistant

MK Public Relations | January 2022 - July 2022

Crafted and posted engaging social media content and designed webpages, while conducting research to identify relevant media outlets and reach out to news organizations. These efforts aimed to enhance visibility and connect clients with their target audiences.

### Multimedia Specialist

Lexington Emergency Management | June 2020 - December 2020

Utilized multimedia knowledge to craft informative articles and developed engaging multimedia elements, including brochures and web content. Additionally, I also wrote press releases to effectively communicate key information and updates to the public, ensuring clear and accessible messaging during critical situations.

## EDUCATION

### Ball State University | 2021 - 2023

Master of Arts in Emerging Media Design and Development

Studied digital marketing, UX/UI design, human-computer interaction, design thinking, digital storytelling, and emerging technologies.

### University of Kentucky | 2017 - 2021

Bachelor of Arts in Print Journalism

Studied journalism, digital writing, public relations, and visual storytelling.

## SKILLS

### Digital

- Web Design
- Social Media
- CSS/HTML

### Creative

- Email Campaigns
- Trade Shows
- Graphic Design
- Copy Writing/Editing
- Design Thinking
- Interaction Design
- UX/UI Design

### Performance Strategy

- Marketing Strategy
- KPI's
- User Testing
- Brand/Reputation Management
- UX Research

### Business Models

- B2B
- B2C
- SaaS

## SOFTWARE

- Microsoft Office 365
- Google Suite
- Adobe Creative Suite
- HubSpot
- Canva
- HootSuite
- Figma
- MailChimp
- WordPress
- WIX
- Bitly
- Axure
- Lens Studio