

Haley Summers

Jackson, MS 39202

Cell: (601) 201-1684 □ haleyfsummers@gmail.com □

CANDIDATE: *Mass Communications/ Marketing Professional*

TECHNOLOGY SNAPSHOT

***Mac & PC, Opera, Microsoft Office (Word, Excel, PowerPoint), PhotoShop, Delphi, Opera, Targetnet
Social Media (Facebook, Twitter, Instagram, LinkedIn), Advanced Photography.***

PROFFESIONAL EXPERIENCE

Owner and Operator; August 17th 2017-January 23rd 2023

JERSEY MIKE'S SUBS; Baton Rouge, LA

□ Performed all Daily Operations and all back of the house operations while growing sales 65% year over year from August of 2017 until date of sale.

Freelance Writer and Photographer; 2013-2017

LOUISIANA FILM AND VIDEO MAGAZINE; New Orleans, LA

□ Wrote feature pieces highlighting various aspects of the film industry in New Orleans, LA.

□ Took photographs to accompany most articles. All can be found online at haleyfsummersbruno.info

Sales Coordinator; September 2014-January 2016

THE WHITNEY HOTEL; New Orleans, LA

□ Simultaneously complete all tasks assigned by GM, Account Manager, and Director of Sales.

PROFESSIONAL CERTIFICATIONS

LOYOLA UNIVERSITY NEW ORLEANS; PROFESSIONAL AND CONTINUING STUDIES

Courses Completed; July 2023

□ Digital Marketing

□ Content Marketing

□ Conversion Rate Optimization

□ Marketing Automation

□ Mobile Marketing

□ Paid Search (PPC)

□ Search Engine Optimization

□ Social Media Marketing

□ Web Analytics

EDUCATION

Bachelor of Arts (B.A.) Degree; May 2013

LOYOLA UNIVERSITY NEW ORLEANS; New Orleans, LA

Major: *Mass Communication*

Concentration: *Journalism*

Minor: *History & Sociology*

Honors: *Dean's List*