

# Hailey Case

620-214-3844

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hhaileycase.com

## Experience

### Promotions Director

Wildcat 91.9

August 2023 - Present

- Conceptualized and developed branding, including designing a logo that resonated with listeners and sponsors alike
- Increased social media engagement by an impressive 200% since assuming the role, leveraging platforms to promote the station and engage with the audience effectively
- Orchestrated and executed successful concerts and on-campus events, contributing to the station's growth and reputation
- Responsible for creating and curating engaging photo and video content across social media platforms, further enhancing online presence

### Social Media Manager

Be Made Inc.

Sept. 2021 - Sept. 2022

- Developed and managed a successful Pinterest board
  - Drove increased traffic to the client's website and generated sales
- Leveraged the "Coastal Grandmother" trend on TikTok
- Designed a visually appealing Pinterest board and series of Idea Pins that captured the attention of users and aligned with the client's brand aesthetic.
- Cross-posted pins on other social media platforms to expand reach and increase engagement

### Marketing Intern

JNT Company

May 2022 - June 2022

- Served as the content manager for the Library Liquor website project
- Developed skills in project management, web development, branding, and marketing, and gained experience working in a team-oriented environment with tight deadlines and high expectations.

## Education

### Strategic Communication

Bachelor of Science  
Kansas State University

### Mass Communication

Masters of Science  
Kansas State University  
Expected Grad: 2025

## Certifications

### Digital Marketing

HubSpot Academy

### Social Media Marketing

HubSpot Academy