

HALEY HALL

BRAND & CONTENT DESIGNER

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404-354-2278

EDUCATION

SCAD SAVANNAH COLLEGE OF
ART AND DESIGN (SCAD)

Savannah, GA

Bachelor of Fine Arts in
Advertising and Branding
2022

SKILLS

Branding

Copywriting

Concept Development

Typography and Layout Design

Content Creation

Time Management

Critical Thinking

Problem Solving

Customer Service

SOFTWARE

Adobe Creative Suite

Microsoft Office

Notion

Canva

AWARDS

Dean's List Academic Honors

Savannah College of Art & Design

WORK EXPERIENCE

WB MEDIA MANAGEMENT

March 2025 - Present

Content Creator

As a Content Creator, I work with WB Media Management capturing behind-the-scenes, raw, candid moments alongside a professional photographer with an iPhone. This allows the bride and her guests to enjoy the day unplugged fully. While keeping up with the ever-changing social trends, we deliver edited reels and all content within 24-48 hours.

THE BOYD GALLERY

March 2025 - Present

Gallery Sales Assistant

As a Gallery Sales Assistant, I work closely with the Gallery Manager to ensure all art is handled professionally, artists' showcases run smoothly, assisting in art sales and wrapping purchased artwork for pick-up or shipping. I managed the gallery inventory into our gallery database website for new inventory arrival from gallery artists.

THE VINTAGE CLUBHOUSE

2024-2025

Digital Marketing Coordinator + Brand Ambassador

As a Digital Marketing Coordinator and Brand Ambassador, I identified and authenticated vintage inventory of 2000+ items, photographed, styled, and listed items on platforms including (eBay, Poshmark, Whatnot), optimizing SEO with descriptive keywords to increase online visibility. I cultivated a loyal customer base and boosted brand visibility via TikTok and Instagram by creating short-form content showcasing vintage inventory. I hosted weekly live shows on Whatnot, packed and shipped sales online and in-store.

FOXLARK CRYSTAL JEWELRY COMPANY

2023-2024

Operations Manager

As Operations Manager, I oversaw the day-to-day operations of a small team, managed SKU inventory of all jewelry and other products online and in-store. I ensured accurate order fulfillments and packaging for shipping to maintain our consistently high customer satisfaction across multiple sales platforms. I conducted SEO research focused on the jewelry market to increase organic traffic and keyword rankings. I designed branded digital assets, including email marketing campaigns, product forms, stickers, and product packaging, to establish visual consistency and enhance the customer experience. I gained hands-on experience in digital marketing, retail management, and jewelry making.