

CONTACT

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EDUCATION

University of Oklahoma

Gaylord College of Journalism & Mass
Communication
Bachelor of Arts, Public Relations
Minor in Enterprise Studies
Graduated in May 2019
GPA 3.88

SKILLS

- Adobe Illustrator
 - Microsoft Suite
 - Google Suite
 - WordPress
 - CrowdRiff
 - Moz
 - HootSuite
 - ClickUp
 - AP Style
 - Project Management
 - Event Planning
 - Public Speaking
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ACTIVITIES & AWARDS

- Leader at The Porch
- Volunteer for Reclaimed Human Trafficking Ministry
- Chosen as Top 100 Incoming Leaders at the University of Oklahoma

HALEY CRANE

EXPERIENCE

Dunham+Company | Account Coordinator

April 2021 - Present

- Coordinate the completion of all offline client projects ranging from podcasts to direct mail
- Act as liaison across client services, digital, creative and data departments to ensure consistent strategy
- Assist in developing strategy and creative for the agency's social media accounts

Apple Leisure Group | Brand Content Coordinator

August 2019 - April 2020

- Research and write informative travel blogs, as well as optimize content for SEO
- Create, write and proof copy for email campaigns, website copy, social captions and various marketing campaigns
- Assist in migrating content to new CMS by proofing and writing copy as well as ensuring proper photo accessibility

Alexa Kay Events | Assistant Planner

October 2019 - Present

- Manage multi-scale events acting as the main point-of-contact for vendors and bridal party
- Assist in facilitating wedding day timelines through communication with fellow vendors
- Maintain highly professional relationships with vendors

The Brides of Oklahoma | Media Intern

January 2018 - May 2018

- Assist in managing and scheduling social media posts reaching audiences of over 100k followers
- Generate and pitch potential content for social media and blog
- Research and pitch potential new vendors to marketing team