

Halley Bockius

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SUMMARY

Advertising and public relations professional with experience in social media management, graphic design, multimedia writing, and photography.

- Excellent time management
- Creative problem solver & critical thinker
- Strong written and verbal communication
- Leadership abilities & study abroad programs
- Microsoft Office
- Adobe Creative Cloud
- Wordpress
- Social media

PROFESSIONAL EXPERIENCE

Marketing &
Communications Specialist
TAG Alliances
May 2018 - Present

- Brainstormed and developed ideas for campaigns to both organization members and the outside public.
- Executed the design and development of printed marketing collateral.
- Maintained and curated web and social media platforms through written and graphic communication.
- Supported member firms and other team members before, during and after conferences and events.
- Provided support and assistance to member firms and other team members via email, telephone, video conference and face-to-face interactions.

Keyholder
Lane Bryant
October 2017 - April 2018

- Used strong selling behaviors to communicate and drive segment goals.
- Ran markdowns, managed store replenishment, and analyzed buying reports.
- Created visual marketing and styled window displays.

Style Guru Intern
College Fashionista
January 2017 - May 2017

- Wrote, edited and produced articles for online publication according to prescribed editorial style and format standards.
- Handled and operated DSLR cameras and accompanying equipment.
- Developed social media strategy to promote articles and attract new readers.

Marketing Intern
Live Well UT
August 2016 - May 2017

- Created effective messaging using language, graphics and marketing collateral.
- Used site analytics and metrics to define and monitor success.
- Increased website and social media traffic each month.
- Coordinated events that incorporated university organizations and community businesses.

CERTIFICATION

December 2018 - January 2021

Content Marketing, Email Marketing, Inbound Marketing, Social Media
HubSpot Academy

March 2016

Hootsuite Certified Professional

EDUCATION

May 2017

Bachelor of Arts, Advertising and Public Relations
University of Tampa

December 2014

Associate in Arts
Hillsborough Community College