

Haley Schweitzer

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EDUCATION

UNCW, M.A., Integrated Marketing Communication (Spring 2023 - Fall 2023)

UNCW, B.A., Communication Studies, Minor in Digital Arts (Fall 2019 – Fall 2022)

WORK EXPERIENCE

Brooks, Pierce, McLendon, Humphrey & Leonard LLP, Greensboro, NC

Marketing and Business Development Coordinator, Full-time February 2024 - Current

Marketing and Business Development Assistant, Full-time February 2023 - February 2024

- Coordinate the production, proofing and distribution of website content, articles, blog posts and advertising
- Responsible for all firm social media accounts and the graphic design and layout of marketing department collateral and graphics and assist with development of RFP responses and pitch packets, including assembling documents and editing presentations
- Coordinate planning client educational and social events, including seminars and webinars

NC Fusion, Remote

July 2022 - February 2023

Marketing Internship, Part-time

- Worked solo and with a team to produce digitals for social media posts
- A self-starter/self-motivator on projects
- Utilize Canva and Adobe software such as Illustrator, Photoshop, Acrobat Pro, and Creative Cloud to produce digitals, logos, forms, etc.

QENO, Remote

May 2022 - August 2022

SECU Public Fellow, Full-time

- Worked with a rural nonprofit partner to conduct projects and gain experience in the nonprofit sector
- Participated in learning seminars hosted by the QENO team
- Completed weekly assignments pertaining to nonprofit knowledge

Camp Bur-Mil, Greensboro, NC

June 2016 - August 2022

Head Camp Counselor/Director (Interim), Full-Time (Seasonal)

- Responsible for organizing group games and activities
- Ensured campers are in a caring and safe environment by enforcing camp rules
- Assumed substitute director role, and exemplified leadership daily as a seasoned counselor

Plant Partners, Wilmington, NC

August 2021 - May 2022

Garden Center Merchandiser, Seasonal

- Work in a fast-paced, customer-oriented environment
- Plan and organize product placement to produce visually appealing arrangements
- Assisted Lowe's associates as a vendor to maximize productivity and customer service

ACHIEVEMENTS

Dean's List recipient Spring 2021, Fall 2021, Spring 2022, Fall 2022

Member of Lambda Pi Eta (Communication Studies Honor Society at UNCW)

National Honors Society (2019)

Over 400 volunteer hours, awarded Service-Learning Diploma (2019)

Microsoft Word, PowerPoint, and Excel certified

Proficiency in Canva and Adobe Software (Illustrator, Photoshop, In-Design, Creative Cloud, etc.)

Certified in Responsive Web Design (HTML and CSS)