

Hailie Poppell

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Marketing professional with extensive experience in social media management, event planning, recruiting, and public relations

Education

BACHELOR OF BUSINESS ADMINISTRATION- MARKETING AND MANAGEMENT

Mercer University, Macon, GA
May 2021

Certifications

SALES FORCE CRM

Fall 2019. Focus in CRM

GOOGLE ANALYTICS

Fall 2020

Skills

- Increasing Social Media Presence
- CRM Systems
- Canva
- Hootsuite
- SEO Growth
- FaceBook Business Suite
- Email Marketing
- Text Message Marketing
- Shopify
- Creating Original Video Content
- Communication and Organization Skills
- Microsoft Office and Teams
- Google Drive
- Customer Service
- Teamwork

Experience

B. MONROE SALON AND BOUTIQUE

Marketing Strategist and Boutique Coordinator | 2021 - Present

- Increased boutique sales 30% monthly
- Developed innovative strategy to show company culture and increase online presence
- Managed company websites, email campaigns, text campaigns, shopping apps, and social media accounts
- Oversaw in-salon boutique merchandise and displays

MERCER BUSINESS

Marketing Intern | 2020 -2021

- Developed a marketing plan for fall and spring 2020-21
- Hosted guest speakers for photo opportunities
- Established new theme for Instagram page
- Tracked social media engagement from customers
- Improved Facebook engagement by 433% and Instagram by 40%

ARAMARK

Marketing and Events Intern | 2019 - 2021

- Developed a social media marketing plan and social style guidelines
- Planned promotional events
- Analyzed weekly data from social media activity to track engagement from customers and to identify our target market
- Created videos and advertisement clips
- Increased social media following by 47%

TRAFFICK JAM

Marketing Manager | 2019 - 2021

- Educated 1,000 high schoolers on the dangers of sex trafficking
- Increased sales by 27% on all merchandise
- Oversaw all internal teams
- Manage budget of over \$20,000

CHICK-FIL-A

Marketing Intern and Team Leader | 2015 - 2019

- Lead team of 55 in shifts to make on average \$1,500 an hour in sales
- Trained 70% of new hires from 2016-2019
- Increased Facebook engagements by 62%

AMERICAN MARKETING ASSOCIATION

President - Mercer Chapter | 2018 - 2020

- Founded and led student-led marketing firm
- Grew member enrollment by 63% from the last president
- Created and implemented marketing plan for three local businesses

ALPHA GAMMA DELTA

Vice President of Recruitment and Marketing | 2017-2021

- Grew chapter size by 33%
- Created video and marketing plan for social media and PR
- Planned and executed numerous large scale events and lead a week of recruitment lessons