

HAYLEY BURRIS

HAYLEYBURRIS.COM | (317) 650-1430 | HBURRIS8@GMAIL.COM | INDIANAPOLIS, IN

PROJECTS AND WORK EXPERIENCE

Marketing Coordinator

CertaSite | March 2024 - Present

Manages company website, social media, and brand reputation across digital platforms to enhance online visibility and increase revenue. Additionally, develops marketing collateral for internal and external marketing initiatives to enhance employee engagement and promote company brand for a leading fire and life safety company.

Marketing Coordinator

Sports and Entertainment Travel | August 2023 - March 2024

Developed client websites, executed targeted social media promotions, created customer-based confirmation emails, and designed business proposal templates to drive digital engagement and provide travel package information for university clients.

UX Designer, David Letterman Learning Experience

Ball State University | August 2022 - May 2023

Designed immersive augmented reality and interactive touch wall experiences that fostered a sense of belonging as part of Ball State's efforts

Multimedia Assistant

MK Public Relations | January 2022 - July 2022

Crafted and posted social media content, webpages, and contacted news organizations for clients to help improve visibility to their target audience.

EDUCATION

Ball State University | 2021 - 2023

Master of Arts in Emerging Media Design and Development

Studied marketing, UX/UI design, human-computer interaction, design thinking, and storytelling.

University of Kentucky | 2017 - 2021

Bachelor of Arts in Print Journalism

Studied journalism, digital writing, press releases, and visual storytelling.

SKILLS

- Web Design
- Social Media
- KPI's
- Reputation Management
- Graphic Design

- Brand Management
- Copy Writing/Editing
- Interaction Design
- UX/UI Design
- Design Thinking
- User Testing

SOFTWARE

- Microsoft Office 365
- Adobe Creative Suite
- HubSpot
- Canva
- HootSuite
- Figma

- MailChimp
- WordPress
- WIX
- Slack
- Axure
- Lens Studio