

# hailey womer

## **CONTACT**

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@HaileyWomerPR

## **EDUCATION**

Syracuse University

S.I. Newhouse School of Public Communications & Maxwell School of Citizenship and Public Affairs

Bachelor of Arts: 2018-2022

Dual Degree in Public Relations and Political Science

Concentrations in American

Politics and Public Policy

GPA: 3.93

## **SKILLS**

Adobe InDesign, Photoshop,

Illustrator, and Premiere

AP Style, Writing and Editing

Media Relations

Social Media Management

Microsoft Excel, PowerPoint and Word

WordPress

Photography & Videography

Event Management & Planning

## **AWARDS & INVOLVEMENT**

HubSpot Social Media Certification

Member of PRSSA Syracuse Chapter

Member of Delta Gamma Fraternity:

Director of Dialogues

Junior Panhellenic Council Representative

2020 Maxwell School of Citizenship and

Public Affairs Internship Award Recipient

Gold Award: Girl Scouts of Northern NJ

Syracuse University Football Recruitment

& Operations Student Assistant

## **EXPERIENCE**

**Public Relations Intern** June 2021 to Aug. 2021

**Coyne Public Relations**

Drafted and pitched press materials, communicated with top-tier media, and monitored media coverage

Planned and executed strategic campaigns for seven large clients, including Hilton and Firehouse Subs Public Safety Foundation

Completed regular client and competitor media audits

Conducted daily industry research and advised executive clients about recommended changes to corporate strategy, specifically in the areas of diversity and inclusion, CSR, and sustainability.

**Undergraduate Research Assistant**, Aug. 2020 to Present

**Illuminating 2020 Project**

Work with a team of coders to code and adjudicate political campaign advertisements, Facebook posts, and Tweets for machine learning models

Use Illuminating and Facebook Ad Library data to analyze presidential campaign advertisements

Write articles analyzing state specific ad demographics and candidate specific campaign strategy

Use Twitter to interact and educate political journalists on campaign advertisement data, increasing electoral transparency

**VSFS Communications Intern**, Aug. 2020 to May 2021

**U.S. Department of State: U.S. Embassy in Ukraine**

Wrote blog and social media content for the embassy's center for American culture and education, America House

Created content educating Ukrainians on topics including women's empowerment, misinformation, and U.S. public policy

Led and participated in virtual workshops with Ukrainian citizens aimed to improve diplomatic relations

**Media Relations Intern**, Aug. 2019 to May 2020

**Syracuse University**

Wrote daily media hits for the SU website where I shared information about faculty research and SU's community contributions

Attended university events and helped communicate with local and national media

Wrote news releases, generated social media engagement and conducted project research for international programming

**Account Executive**, Sept. 2018 to May 2020

**Hill Communications**

Led a communications team in creating in-depth marketing campaigns for our clients, ACCES Energy and Newhouse PR

Developed weekly social media posts, info graphics, fact sheets and promotional materials

Analyzed online engagement and researched new ways to reach our client's target demographic

**Marketing Intern**, May 2019 to Aug. 2019

**United Way Of Northern New Jersey**

Wrote and distributed press releases to local and national media

Helped develop and implement a long-term social media strategy

Created informative and entertaining social media posts for

Twitter, Facebook and LinkedIn

Conducted policy research relating to asset limited and income constrained New Jersey residents

Created graphics and marketing materials for volunteer events