

hailey womer

CONTACT

hewomer@syr.edu
973-459-0730
4 Beeman Pl.
Succasunna, NJ 07876
[linkedin.com/in/haileywomer](https://www.linkedin.com/in/haileywomer)
haileywomer.wixsite.com/portfolio
@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