

Hailey Lachman

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WORK EXPERIENCE

Place of Hope • Palm Beach Gardens, FL • 12/2023 - Present

Communications and Marketing Coordinator

- Created, filmed, & audio engineered / mastered podcast content.
- Create & design physical and digital materials of all manners for marketing channels and campaigns + fundraising and signature events.
- Curated, scheduled, and managed all social media across five accounts on multiple platforms. (Facebook, Instagram, and YouTube.) Responding to all comments and inquiries, engaging with followers, and implementing SMO practices.
- Devised and implemented SEO strategies, as well as manage upkeep for five of the organization's websites.
- Ensure all written, graphics, and visual communications, development and fundraising policies, procedures, rules, regulations, standards, and operating protocol are in compliance.
- Attended all events providing social media coverage, as well as any other assistance, and assisted in coordinating them.

Kali Ledger, Influencer • Remote • 09/2022 - Present

Video Editor

- Proficient in Final Cut Pro X with a demonstrated ability to produce up to 40 short-form beauty videos monthly, ensuring high-quality content for social media platforms.
- Proven ability to manage video production workflows, meet tight ad deadlines consistently, and maintain a high level of productivity while ensuring video quality.

Freudenhau USA LLC / FHONE • Palm Beach Gardens, FL • 07/2023 - 12/2023

Social Media Manager/Graphic Designer

- Designed and maintained e-commerce platforms, ensuring their functionality, visual appeal, and up-to-date content.
- Managed product inventory and sales tracking, ensuring efficient e-commerce operations and accurate order fulfillment.
- Designed marketing materials and branded products, including glasses cleaning cloths, POP displays, banners, and posters, using Adobe Illustrator to maintain brand consistency.
- Edited raw content using Adobe Photoshop and Premiere Pro, enhancing the visual appeal of products and marketing materials.
- Curated and managed Instagram Ads through Facebook Business Manager, optimizing ad campaigns for maximum reach, conversion, and sales.
- Effectively communicated with and managed a social media team through Basecamp, ensuring efficient collaboration and project coordination for successful social media campaigns.

Social Seen Agency • Remote • 12/2022 - 08/2023

Social Media Strategist / Video Editor

- Created engaging Instagram content for five clients, skillfully using Adobe Premiere Pro, CapCut, and Canva to produce captivating and visually appealing content that resonated with target audiences.
- Conducted thorough research to identify and implement trending audio and content strategies within niche areas like beauty, health/lifestyle, and fitness, resulting in organic growth and increased brand awareness.
- Actively engaged with followers on clients' accounts to encourage community interaction, fostering a sense of belonging and brand loyalty, ultimately leading to improved account growth and a more dedicated following base.

DBLTAP Gaming at Minute Media • Remote • 08/2022 - 11/2022

Gaming Video Intern

- Produced a variety of video content, encompassing all aspects from scripting and SEO optimization to pre-production, post-production, and video distribution.
- Implemented strategic planning to optimize video content for different platforms, tailoring the content to each platform's unique audience and requirements. Over the three-month internship, was able to experience account growth from >100k followers to 150k followers
- Successful track record of distributing videos on TikTok, Instagram, and YouTube Shorts, showcasing adaptability to various social media channels and their unique requirements.

PROEM-AID Nonprofit • Seville, Spain • 05/2022 - 05/2022

Communication & Media Intern

- Traveled abroad and produced bilingual content in both Spanish and English for various mediums, including social media templates, videos, advertisements, news articles, and campaign strategies.
- Created compelling pieces that showcased the nonprofit's previous accomplishments, particularly in rescue missions at sea, conveying the organization's commitment to humanitarian efforts.
- Formulated campaign strategies that effectively conveyed the nonprofit's message, facilitating engagement and support from the audience to gain donations.

EDUCATION

Bachelor of Science in Digital Communication and Media

Florida International University - College of Communication, Architecture + the Arts • Miami, FL • GPA: 3.78 • 06/2019 - 12/2022

- Graduated Magna Cum Laude
- Awarded Dean's List - All Semesters
- Traveled abroad for an internship

SKILLS

Adobe Creative Cloud, Community Engagement, Content Diversification, Content Strategy and Trend Analysis, Creative Content Curation, Deadline-Oriented Project Management, Graphic Design and Branding, Inventory and Sales Management, Multi-Platform Content Delivery, Newsletter Curation, Social Media Advertising, Social Media Management, Strategic Campaign Development, Team Communication and Management, Technical Proficiency, Video Optimization, Video Production Efficiency, Video Quality and Editing, Website Design and Maintenance, Workflow and Project Management