



Haley Bogan

Marketer & Designer



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Georgia College & State University
B.A. Mass Communications
Concentrations: Advertising & Journalism
Minor: Marketing

Experience

Social Media Manager Greenlight Financial Technology September 2018 - Present

- Created and implemented social media strategy
- Implement Social Media Campaigns
- Run and Monitor Paid Social Advertising
- Plan and strategize go-to-market for all major promotions
- Responsible for all email marketing
- Run all advocate marketing
- Responsible for blog content creation
- Responsible for all online community management

Online Reputation Manager Greenlight Financial Technology May 2018 - Present

- Responsible for monitoring and growing customer reviews and ratings
- Engaging and sparking conversations with customers on social media
- Audit social media sites
- Run all advocate marketing
- Responsible for all online community management

Restaurant Marketing Director Chick-fil-A of Griffin June 2016 - May 2018

- Managed for all in-store marketing
- Handled all social media marketing
- In charge of all catering orders
- Responsible for all event planning
- Handled all restaurant complaints and reviews
- Responsible for networking and community outreach

Social Media Content Coordinator Venerate Media Group October 2015 - May 2016

- Manage dsocial media accounts for multiple companies, including Venerate's social accounts
- Researched and write blogs
- Wrote and record weekly video blogs
- Designed graphics for social media and blogs
- Created monthly newsletters using MailChimp and Constant Contact
- Created weekly reports showing analytics for each account

Marketing Manager Pings & Dings Discount Stores May 2014 - January 2015

- Created and maintain company website
- Maintained social media channels for both stores locations
- Successfully planned event promotions and giveaway contests
- Developed all promotional materials
- Designed company logo
- Increased social presence by 170%

Software InDesign
MailChimp
Microsoft Office

Wix
WordPress
Constant Contact

Social Media
Design
Event Planning

Fundraising
Community Relations
Email Marketing

Skills