

HAILLE COOPER

Marketing | Leadership | Professional Strategic Sales | Marketing Technology

Lenexa, KS · (913)-208-6163

Haille@ksu.edu · <https://www.linkedin.com/in/haillecooperatksu/> · Portfolio

EXPERIENCE

MAY – AUGUST 2023

PROJECT MANAGEMENT INTERN, GUILD COLLECTIVE

- Produced highly engaging and impactful social media content, utilizing data-driven insights to craft tailored messaging.
- Played a key role in designing and implementing an internal Customer Relationship Management (CRM) system, leading to streamlined data management.
- Strategically tracked leads for the company podcast, resulting in significant production and agency exposure.

MAY 2022- PRESENT

RESTAURANT SERVER, CARRIAGE CLUB COUNTRY CLUB

- Accumulated valuable experience in hospitality management by actively participating in hosting over five events for club members.
- Effectively managed 5-10 staff members during shifts as an active shift lead.
- Consistently delivered outstanding customer service achieving over 15% in commission per shift.

JULY 2018- MAY 2022

BARISTA, PARISI COFFEE

- Strategically set and consistently achieved upselling goals at Parisi Coffee, significantly contributing to increased revenue.
- Formally trained new hires at Parisi Coffee, shaping a well-informed and skilled team.

CAMPUS INVOLVMENT

MAY 2022- PRESENT

DIRECTOR OF LIFETIME MEMBERSHIP AND DIRECTOR OF FACILITY OPERATIONS, DELTA DELTA DELTA

- Directed, designed, and facilitated chapter events involving over 150 members and alumni.
- Consulted and collaborated with national alumni and advisors to introduce and implement innovative events.
- Utilize Adobe and Canva to create visually appealing invitations and marketing materials for chapter activities.

AUGUST 2022-2023

INTERNATIONAL BUDDY, COLLEGE OF BUSINESS

- Engaged as an International Buddy, fostering connections and support for fellow students within the College of Business.

OCTOBER 2022-2023

BUSINESS AMBASSADOR, COLLEGE OF BUSINESS

- Represented the College of Business Administration as a Business Ambassador, contributing to the promotion and enhancement of the college's image and initiatives.

AUGUST 2022- PRESENT

CAMPUS AMBASSADOR, ALANI NUTRITION

- Executed impactful content creation for Alani Nutrition across various social media platforms.
- Developed and nurtured key relationships with campus students to expand the reach of Alani Nutrition.

HONORS AND AWARDS

- Dean's List Recipient
- Carley Glassman Award, Recipient
- Pearl Girl, Recipient
- Google Analytics, Certification
- HubSpot Marketing, Certification