

HAYLEY BURNS

hjburns25@yahoo.com | [LinkedIn Profile](#)

QUALIFICATIONS

- As an energetic, innovative digital media guru, I have a passion for storytelling, visionary branding and thinking outside the box.
- Employers recognize me as a genuine, reliable leader who exudes dedication and takes projects to the next level.
- With six years of experience working in Marketing, Multimedia and Public Relations, I am looking forward to taking on a new role that allows me to utilize my creativity and expertise.

EXPERIENCES

Marketing Account Manager

Brown Marketing & Communications

February 2021 - Present

- Effectively oversee the Watermark Retirement Communities client account, containing eleven properties, and execute marketing strategies resulting in an increase in lead generation and deposits for newly opening communities and established communities.
- Manage the project list and work flow for each property, while delegating tasks and assigning deadlines for projects, including ad placement, direct mail, email campaigns, event marketing, sales collateral, and property signage
- Lead a team of copywriters and graphic designers to successfully complete high quality projects in a timely manner to maximize revenue and brand awareness.

Marketing Manager

Monarch Beach Resort | Dana Point, CA

January 2020 - March 2020; August 2020 - January 2021

- Spearheaded multiple projects crucial to the property's successful brand transition to Waldorf Astoria Monarch Beach Resort & Club, including rebranding all print and digital collateral and communication pieces for the entire resort; building a brand-new website and creating fresh content to match new brand standards; and taking inventory of all booking engine assets and rebuilding as needed
- Constructed COVID-19 safety communications throughout the resort, including branded signage and key messaging on the website
- Created digital and print marketing strategies to promote Valentine's Day and President's Day Weekend offerings, resulting in an increase in revenue numbers compared to the previous year
- Initiated and debuted the Miraval Life in Balance Spa Sleep Program throughout the resort by collaborating with multiple departments on property and designing materials needed for advertisement
- Managed the promotion of seasonal resort happenings through focused web design and print collateral
- Coordinated property-wide video shoot for the multi-day production and filming of promotional resort video
- Oversaw and nurtured relationships with 7 different agencies to fulfill Public Relations, Graphic Design, and Digital Marketing strategies

Public Relations and Marketing Coordinator

The Phoenician, A Luxury Collection Resort | Scottsdale, AZ

February 2017 - January 2020

- Increased number of room nights and dining covers by assisting in the planning and execution of marketing campaigns for the overall resort, culinary outlets and seasonal offerings
- Developed raised awareness of various events and newsworthy happenings on property by managing the resort blog and creating captivating content for posts
- Achieved improved coverage and efficient information delivery by designing and distributing press kits, fact sheets and informational collateral for media guests and sales clients
- Spearheaded and maintained a consistent, on-brand online presence for the resort by updating and enhancing various profiles, including local CVB listings, travel sites and review sites
- Maximized publicity for the resort by leading the logistics of special events, including hosted media visits, press events, photo shoots and news shoots

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EXPERIENCES (CONTINUED)

Public Relations Specialist

Pretend City Children's Museum | Irvine, CA

May 2016 - February 2017

- Organized and executed marketing campaigns to promote special events and happenings for the museum, resulting in an increased number of ticket sales and improved online traffic
- Composed and sent eye-catching, interesting newsletters, press releases, and blog posts to acquire more online exposure for the museum
- Managed all social media platforms and created captivating content to ensure an increase in followers, likes, views and online engagement
- Acted as the museum representative to all media outlets, including TV stations, magazines, newspapers, bloggers, online forums, etc.
- Planned, executed, and hosted media events, yielding in the enhanced exposure of the museum and the maintenance of media relationships

Multimedia Journalist

WVUA 23 News | Tuscaloosa, AL

January 2014 - May 2015

- Researched, pitched, and pursued captivating news stories and effectively created media segments for the 5, 6, and 10 o'clock newscasts as well as social media accounts
- Established and maintained relationships with city officials, business owners, and citizens within our viewing market/community
- Respected clients and their wishes while representing WVUA in a positive light to ensure our viewership numbers increased

EDUCATION

University of Alabama | Tuscaloosa, AL

Bachelor's Degree: Telecommunications & Film, Emphasis in Broadcast News | Minor in Communication Studies

SKILLS

- **Videography:** Edius, Adobe Premiere Pro, Pinnacle Studio 22
- **Email Marketing:** Mail Chimp, Constant Contact
- **Social Media Marketing & Management:** Hootsuite
- **Website Building & Maintenance:** Wordpress, Cendyn, WIX, NextGuest CMS
- **Copywriting:** Strong writing skills for Marketing, Public Relations and Social Media
- **Bilingual:** High proficiency in Spanish; written and oral

PROFESSIONAL DEVELOPMENT

- PR & Marketing Team Awarded Arizona Lodging & Tourism Association's "Stars of the Industry" Award for "Special Event: Christmas Camp at The Phoenician"
- Marketing Team Awarded the Arizona Governor's Tourism Award for Outstanding Marketing Campaign (Urban Area) for the Summer of Fire & Ice Campaign
- Awarded Phoenician's Finest for November 2017 & November 2018
- Finalist for Phoenician's Finest, Fourth Quarter 2017
- Disney College Program participant