



# HALIE ROGERS

## Marketing Communication Specialist



[halie.m.rogers@gmail.com](mailto:halie.m.rogers@gmail.com)



<http://www.halierogers.com/>



Columbus, OH



(614) 906-1385

### EDUCATION

**Bachelor of Science  
Public Relations**  
Kent State University  
May, 2017

### COMMUNITY EXPERIENCE

Creative Babes Columbus, 2020-Present  
Columbus Young Professionals Club, 2020-Present  
Sales & Marketing Executives of Cleveland, 2017-2019  
Global Business Travel Association, 2017-2019  
American Red Cross, 2017-2019  
Public Relations Student Society of America, 2012-16  
Akron Children's Hospital, 2015-16  
Service for Sight, 2012-16

### EXPERTISE

Social media platforms  
Account management  
Adobe Creative Suite  
Microsoft Office Suite  
Brand development  
Writing & proofing  
Marketing strategy  
Event production  
Video editing  
Mailchimp  
Creativity

### CERTIFICATES

#### HubSpot Academy, 2020

Advanced Social Media  
Advanced Twitter Strategy  
YouTube Marketing Strategy  
Video Marketing Strategy  
Instagram Marketing Strategy  
Graphic Design Essentials  
Email Marketing

#### Google Analytics, 2018

### PROFESSIONAL EXPERIENCE

#### MARKETING COMMUNICATION SPECIALIST COLUMBUS REALTORS® JAN 2019-PRESENT

- Updating and maintaining website content
- Crafting and sending all electronic communication
- Monitoring and reporting analytics on all online platforms
- Posting and engaging on all social platforms
- Collaborating to create an on-site video production studio
- Collaborating to create and design a new website
- Writing and proofing articles for *In Contract* Magazine
- Administering the YPN (Young Professionals' Network) which includes all meetings, programs, marketing and events
- Photography and videography for all events

#### SALES ACCOUNT EXECUTIVE

#### BUSINESS TRAVEL/BUSINESS DEVELOPMENT THE DOUBLETREE BY HILTON HOTEL DOWNTOWN CLEVELAND LAKESIDE, AUG 2017-JANUARY 2019

- Managed over 200 accounts on everyday hotel needs
- Created professional relationships with local companies
- Prospected new business within the Cleveland market
- Provided guidance on account strategy, business plan setting and customer relationships
- Supported the enterprise in providing profitable corporate transient business
- Analyzed, uncovered & implemented opportunities within the managed account base
- Assisted Director of Sales and Marketing

#### SPECIAL EVENTS INTERN

#### AKRON CHILDREN'S HOSPITAL, AUG 2016-JAN 2017

- Established cooperative relationships with representatives of the community, consumer, and public interest groups
- Developed and distributed marketing & promotional literature
- Assisted the Corporate Partnership & Special Events division of ACH on all special events, activities and fundraising projects

#### SOCIAL MEDIA MARKETING INTERN

#### DAVIE FINANCIAL SERVICES INC., MAY 2016-AUG 2016

- Created & maintained social media plan for insurance agency
- Measured website performance with Google Analytics
- Constructed media output with content calendars
- Blogged about products and services offered
- Met objectives for growth/engagement for social media platforms



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[Instagram.com/the\\_vivacious\\_blonde/](https://www.instagram.com/the_vivacious_blonde/)



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