

# Halie Talaganis

## CONTACT

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Columbus, ohio

614 906 1385

## EDUCATION

Bachelor of Science

Public Relations | Kent State

MAY 2017

## EXPERTISE

Social media platforms

Microsoft Office Suite

Business Development

Account management

Brand development

Writing & proofing

Event production

Email Marketing

Video editing

Creativity

Strategy

## CONNECT

Facebook.com/halie.m.talaganis

Instagram.com/the\_vivacious\_blonde

Linkedin.com/in/halietalaganis

Twitter.com/RogersHalie

## PROFESSIONAL EXPERIENCE

### DIGITAL MEDIA SPECIALIST

BAKER HOSTETLER LLP | SEPT 2021-JAN 2022

- Collaborated with the digital marketing team
- Crafted, published and maintained social media accounts, blogs, external and internal emails, podcasts, and website
- Created monthly data reports for the Chief Marketing Officer
- Worked with the business development team on campaigns
- Presented marketing trends and opportunities to leadership
- Trained attorneys on marketing best practices

### MARKETING MANAGER

GEBEN COMMUNICATION | MAR 2021-AUG 2021

- Wrote and edited marketing materials
- Drafted proposals and case studies
- Created new business presentations
- Updated and maintained website content
- Managed Geben's presence on key social media
- Executed and reported on lead generation campaigns
- Developed weekly/monthly/quarterly reports for Geben
- Planned, executed and supported events Geben is involved in

### MARKETING COMMUNICATION SPECIALIST

COLUMBUS REALTORS® | JAN 2019-MAR 2021

- Updated and maintained website content
- Crafted and sent all email marketing communication
- Monitored and reported analytics on all online platforms
- Posted and engaged on all social platforms
- Collaborated to create an on-site video production studio
- Collaborated to create and design a new website
- Wrote and proofed articles for *In Contract Magazine*
- Administered the Young Professionals' Network which included all meetings, programs, marketing and events
- Captured all photos and videos for events
- Wrote and edited marketing materials

### SALES ACCOUNT EXECUTIVE

### BUSINESS TRAVEL/BUSINESS DEVELOPMENT

DOUBLETREE HOTEL | 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

## COMMUNITY EXPERIENCE

Creative Babes Columbus, 2020-2021

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