



# Alaina Jaye Halsey

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812.461.8640

## Education

### Ball State University

Muncie, Ind.

- Aug. 2014 - Dec. 2017
- Bachelor of Arts
- Majors: Journalism, Telecommunications
- Concentrations: News
- Ball Honors College Graduate

## Skills

- Brand Design
- Social Media Marketing
- Social Media Planning
- Digital Graphic Design
- Logo Design
- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Adobe Premier
- MailChimp
- Constant Contact
- Sprout Social
- Google Analytics
- Final Cut Pro
- Digital Marketing

## References

### Lori Byers | Muncie, Ind.

Ball State University  
Assistant Dean of the  
College of Communication,  
Information and Media  
214.912.5488

### Emily Gant | Chicago, Ill.

UpCity  
SEO Content Strategist  
312.869.0295

### Ashley Sterling | Chicago, Ill.

Esparza, Digital + Advertising  
Senior Account Executive  
212.729.8974

## Career Experience

### The Loop Marketing

Digital Media Coordinatoor

Aug. 2020 - Present

- Social media planning and content creation
- Email marketing
- Client brand development and logo design
- Social media strategy and analytics
- Web/social media graphic design
- Digital media content design and graphics

### Trek Freight Services, LLC

Social Media/Talent Engagement  
Coordinator

Aug. 2019 - April 2020

- Redesigned and management of company website
- Corporate recruitment
- Managed company social media accounts
- Company brand management and design

### The Black Sheep

National Influencer Manager

Oct. 2018 - July 2019

- Built the The Black Sheep's micro influencer program including recruitment and processes
- Managed Campus Influencers and universities across the U.S.
- Coordinated photo shoots and post schedules
- Edited influencer posts for publishing on Instagram Instagram

### National Social Media Manager

Jan. 2018 - Oct. 2018

- Managed on-campus, student Social Media Managers who created humorous content

## College Experience

### Ball State University Dance Marathon

Marketing and Communications Committee

April 2016 - Dec. 2017

- Committee Member of the Year - 2017

### Media Relations Committee

April 2015 - March 2016

- Facebook Coordinator

### Ball State University

Multicultural Ambassador Corps Tour Guide Sept. 2016  
- Dec. 201

### Facing Cancer in East Central Indiana

Inglehart Scholars

Aug. 2015 - May 2016

- Project debut at Muncie Civic Theatre March 19, 2016
- Writer, Video team, photographer

### NewsLink Indiana

Associate Producer

Aug. 2015 - Dec. 2016

### WCRD News

Live at 5 Anchor

Aug. 2015 - May 2016

### Indiana Black Expo's 45th Annual Summer

Celebration

July 9-19, 2015

- Event coverage; writing, photography and video
- Social Media Coordinator

### Ball State Daily News

Assistant Multimedia Editor

Dec. 2014 - May 2015

Staff Photographer

Aug. 2014 - May 2016

## Internships

### Cedar Point

Marketing Intern - Special Events

May 2017 - Nov. 2017

Guest Services Intern

May 2016 - Sept. 2016