



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

- Influencer Marketing
- Photoshop
- InDesign
- Adobe Illustrator
- Sprout Social
- Photography
- Videography
- Final Cut Pro
- Adobe Premier
- Avid
- Social Media Marketing
- JazzHR
- Digital Marketing
- Employee Recruitment
- Social Media Planning

References

Lori Byers | Muncie, Ind.
Ball State University
Assistant Dean of the
College of Communication,
Information and Media
214.912.5488

Aida Moradi | Chicago, Ill.
The Black Sheep
Head of Recruitment
256.429.8003

Carol Madock | Chicago, Ill.
Trek Freight Services, LLC
Human Resources Director
847.997.6955

Career Experience

Trek Freight Services, LLC

Social Media/Talent Engagement
Coordinator

Aug. 2019 - April 2020

- Redesign and management of company website
- Corporate recruitment
- Employee engagement event planning
- Management of company social media accounts for the main purpose of employee engagement and recruitment of new employees
- In charge of company marketing and PR including 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 with influencers and clients
- Edited influencer posts for Instagram

National Social Media Manager

Jan. 2018 - Oct. 2018

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

Internships

Cedar Point

Marketing Intern - Special Events

May 2017 - Nov. 2017

Guest Services Intern

May 2016 - Sept. 2016

College Experience

McKinley Avenue Agency

Street Team

Sept. 2017 - Dec. 2017

- Student-run advertising agency working with real-world clients

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. 2017

Honors Peer Mentor

Aug. 2015 - Dec. 2017

Welcome Week Leader

Aug. 2015 - Aug. 2017

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