



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 and Logo Design
- Social Media Marketing
- Web and UX Design
- Digital Graphic Design
- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Adobe Premier
- Adobe XD
- 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 Creative Manager

July 2021 - Present

- Client brand development and logo design
- Website and UX design
- Management of web development team
- Management of Digital Media Coordinator responsibilities

Digital Media Coordinator

Aug. 2020 - July 2021

- Social media planning, strategy, analytics and content creation
- Email marketing
- Client brand development and logo design
- Digital content design

Trek Freight Services, LLC

Social Media/Talent Engagement

Coordinator

Aug. 2019 - April 2020

- Corporate recruitment
- Managed company social media accounts
- Company brand, design and web management

The Black Sheep

National Influencer Manager

Oct. 2018 - July 2019

- Built The Black Sheep's influencer program
- Photo shoot coordination
- Influencer post schedule and content management

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. 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

Internships

Cedar Point

Marketing Intern - Special Events

May 2017 - Nov. 2017

Guest Services Intern

May 2016 - Sept. 2016