

Hailey Evans

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EDUCATION

University of Southern California, Los Angeles

Expected June 2027

- Master's of Arts in Public Relations and Advertising

California Polytechnic State University - San Luis Obispo

June 2025

- Major in Journalism concentrating in Public Relations
- Minor in Agricultural Communications
- Cumulative GPA: 3.8 / 4.0
- Dean's List 2022 - 2024

School for International Training (SIT)

June 2024 - July 2024

- Participated in a Food Security, Nutrition, and Sustainable Development program in Montespertoli, Italy.
- Explored Italy's food culture, sustainable agricultural practices, and innovative policies that ensure food security.

Carmel High School, Carmel-by-the-Sea

June 2021

- Coursework: AP Literature and Composition, AP Environmental Science, AP Statistics, Spanish (5 years)
- Completed Nutrition Course (Monterey Peninsula College)
- GPA: 4.2 / 4.0

PROFESSIONAL EXPERIENCE

Donor Relations Communications, Cal Poly San Luis Obispo, California

November 2024 - June 2025

Multimedia Communications Intern

- Develop and create multimedia content for various platforms, including short-form video, web content, print media, email campaigns.
- Analyze digital communication trends and user experience in enhancing campaigns and strategies.
- Collaborate on the planning and execution of campaigns, contributing valuable creative ideas and feedback.

Mustang Media Group (MMG), San Luis Obispo, California

September 2023 - June 2025

Marketing and Public Relations Team Member

- Generate ideas for campaigns and helped launch marketing / public relations events for the "Best College Media" company.
- Promote the print edition of Mustang News and any special edition magazines such as Poly Picks and Open House.
- Contributed to the quarterly campaign, "MNExtra," to promote MMG; exposed viewers to a "behind-the-scenes" look of the Company.
- Brainstorm social media strategies for content creation that promotes the entire Mustang Media Group.
- Produce and disseminate weekly newsletter, featuring trending Mustang News articles to 3,000+ subscribers.
- Edit videos for campaigns and drafted recruiting emails to attract students to join MMG.

Carmel Belle, Carmel-by-the-Sea, California

April 2021 - Present

Cashier / Server and Juicer

- Address customer inquiries, resolve issues efficiently, and ensure a positive consumer experience.
- Received recognition for providing exceptional customer service.

Monde Public Relations, San Luis Obispo, California

January 2025 - April 2025

Public Relations Intern

- Responsible for identifying PR opportunities for clients, creating media pitches, monitoring media coverage, preparing briefing notes.

TRUE Organic Products, Monterey, California

Summers 2019, 2020

Organic Compliance Intern

- Completed 15 - 20 hours per week as an intern to an Organic Compliance Manager.
- Provided administrative support: took care of phone calls, data entry, filing organization.
- Wrote "how-to's" for quarter, monthly, semi-annual, and annual tax reports.
- Streamlined online folders and managed filing system.
- Reviewed compliance documents to ensure they aligned with USDA Organic regulations.
- Audited product labels to ensure they met USDA standards.

SKILLS

- Content creation on social media platforms (e.g., TikTok, Instagram)
- Video and audio editing in iMovie & Adobe Premiere Pro
- Adobe Photoshop, Adobe InDesign, Adobe Illustrator
- Articles composition (focused on nutrition and food-related subjects)
- Graphic design

INTERESTS

- Daily exercise
- Nutrition education and healthy eating
- Traveling with family and friends to Europe
- "Vlogging" (creating and videos about my life and interests, combining creativity with technical skills like filming and editing)