

# HAYLEY BELL SMITH

Public Relations | Event Planning | Social Media Specialist

 502 S. 7th St Apt A, Murray, KY 42071

 618.694.7638

 hsmith16@murraystate.edu

 Hayley Smith

## PERSONAL PROFILE

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Extremely motivated to constantly develop my skills and grow professionally. I am confident in my ability to create interesting ideas, marketing strategies, and unforgettable social media campaigns. Passionate about creating your dream events.

## EDUCATION

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Rend Lake College  
Associates of Science and Art  
GPA 3.6

Murray State University  
Bachelor in Public Relations,  
Minor in Advertising 2018  
GPA in Major: 3.2

"She embodies delightfulness,  
and her work ethic only  
magnifies your experience when  
working with her" -Shelley Berry,  
Asst. Manager

"Hayley was integral to the team  
coordinating and leading  
Homecoming events on campus." -  
Katie Payne, Associate Director  
MSU Alumni Office

## SKILLS

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- Exceptional communication and networking skills
- Successful working in a team environment both as a leader and worker
- The ability to work under pressure and multi-task
- The ability to plan and execute high profile events
- Proficient in Microsoft and Adobe suites
- Professional experience using all social media platforms

## RELEVANT EXPERIENCE

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### Walkers Bluff, Event Planning Intern

MAY 2018 - AUGUST 2018 | SUMMER INTERN

- Planning and executing corporate events, weddings, concerts, etc.
- Maintained detailed client information for optimal planning and communication
- Organized and disseminated client information for Event Planner
- Assisted Event Planner in maximizing revenue and procuring event sponsors

### Murray State University Football Team PR Intern

JANUARY - DECEMBER 2017

- PR Team - organized meetings with players, coaches and various groups
- Provided football staff communication assistance - answered and organized emails and other contact information
- Organized and directed football fundraising events
- Created team email and social media content

### Murray State University Social Media Team

AUGUST 2017 - MAY 2018

- Provided social media coverage of campus social events

## VOLUNTEER WORK

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### **The Odyssey, Creative Author**

AUGUST - DECEMBER 2016

- Creative authority for online publication
- Published ten individual articles

### **Playhouse in the Park**

JANUARY 2015 - DECEMBER 2018

- Actress and choreographer for shows

## REFERENCES

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### **Carrie McGinnis**

DIRECTOR OF ALUMNI RELATIONS

- 270-809-5600 x3437

### **Shelley Berry**

FAMILY VIDEO ASSISTANT MANAGER - MARION

- 618-364-5418

### **Shea Castleberry**

FAMILY VIDEO MANAGER - MURRAY/PARIS

- 270-873-7948

### **Kelcey Keith**

INTERNSHIP BOSS

- 618-713-1158

### **Katie Payne**

ASSOCIATE DIRECTOR OF ALUMNI AFFAIRS

- 270-809-5600 x3279

## WORK EXPERIENCE

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### **Murray State University Summer Orientation Counselor**

JANUARY - AUGUST 2017

- Directed small groups of potential recruits and parents
- Provided tours of campus, presented university educational programming to parents and potential students

### **Murray State University Alumni Association**

SEPTEMBER 2014-PRESENT

- Help plan and execute all events
- Created files of information for all events
- Created social media content
- Trained in Imodules, Agilon One, and Canva systems

### **Family Video**

JANUARY 2016 - PRESENT

- Part-time sales associate
- Consistent performance as top sales associate
- Customer Service

### **Alpha Delta Pi Sorority**

JANUARY 2015 - MAY 2018