
Hailey R. Westrum

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OBJECTIVE

I desire to work for a company that will harness my skills in multi-tasking, meticulous, communication, task-oriented, forecaster, and computer skills.

SKILLS

- | | |
|-------------------|-----------------------------------|
| • Energetic | • Multi-task |
| • Marketing | • Adaptability |
| • Work Ethic | • Time Management |
| • Leadership | • Problem-Solving Skills |
| • Teamwork | • Verbal & Written Communications |
| • Computer Skills | |

EDUCATION

St. Norbert College – De Pere, WI

- Bachelor of Business Administration: May 2023
Major: Marketing Major: Media Studies

EXPERIENCE

Viracon Inc. – Marketing & Communication Intern – Owatonna, MN

June 2022-Present

- Developed courses and lessons to increase the knowledge of Lean Principles through Workday Learning for all employees to participate in.
- Created the brand logo for Apogee Management System while collaborating with the Communication Department for final approval.
- Created a Monthly Newsletter using Contact Monkey which increased the click percentage and read rate every month.
- Utilized Lean Principles to Analyze survey results to find what employees were looking for in the Workday Learning courses.

Robert Peters Construction Inc. – Marketing Intern – De Pere, WI

January 2022-May 2022

- Developed the marketing department as the inaugural Marketer and created a foundation for future Marketers, which included their website and social media pages.
- Enhanced marketing strategies by updating social media pages which captured a higher volume of clients and an overall increase in post clicks.
- Improved the website by using WordPress, transforming it into a more current and user-friendly platform.
- Improved RPC “About Us” to generate online traffic that management approved for publication.

Kress Inn – Front Desk Representative – De Pere, WI

June 2021-May 2022

- Checked in guests while multi-tasking phones, questions, and giving further directions to guests.
- Took on a leadership role by training new hires on daily tasks.
- Improved the training process of de-escalating unsatisfied guests by training new employees on soft people skills.
- Promoted companies that sponsored the hotel by advertising their amenities.

Itron Inc. – Factory Line Worker – Waseca, MN

June 2020-August 2020

- Worked collaboratively and individually, ensuring the product was correctly done and up to specifications.
- Dedicated to quality to make sure product and supply were met.

ACTIVITIES

Women in Business

- Student Member – Women’s Group at St. Norbert College
- Partnered with the Period Project based out of Green Bay, WI as our community service project.

Cheerleading

- Member of the St. Norbert College Cheer Team & the Green Bay Packers Cheering Squad
- Co-Captain of Varsity Cheer Team
- 2019 All-American Cheer Team