

KRISTEN HAYES

MARKETING PROFESSIONAL

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PROFILE

Results-driven Digital Media professional with a strong foundation in project management and over 5 years of experience in Marketing. I excel at developing and executing performance-driven marketing strategies, fostering relationships, and delivering impactful and innovative campaigns.

PROFESSIONAL SKILLS

Organic Social Media Project Management Presentation Skills Adobe Creative Suite
Paid Digital Media Analytics Platforms Agile Certified Microsoft Office

WORK EXPERIENCE

Level Agency Aug 2021–Present
Project/Account Coordinator

- Orchestrate **end-to-end project management** for diverse marketing initiatives across 4 clients.
- Collaborate closely with cross-functional teams to define project scopes, briefs, objectives, and timelines, ensuring alignment with client expectations and business goals.
- Utilize Asana and WorkFront to develop and maintain detailed project plans, task assignments, and timelines, **fostering transparency and accountability** throughout the project lifecycle.
- Cultivate strong relationships with clients and stakeholder by providing regular updates on project progress, running status calls, managing expectations, and addressing concerns in a timely and professional manner.

Media Manager

- Managed **multi-platform paid media** efforts for several clients by making data-driven decisions to optimize performance on a daily basis, which **increased client revenue over 160%** year to date.
- Crafted actionable insights and performance reports for clients and presented results in monthly meetings in front of key stakeholders.
- Managed **budgets totaling over \$3,000,000** and paced accordingly.
- Oversaw and mentored 2 direct reports and worked collaboratively across **cross-functional teams**. Held daily scrum stand-ups, conducted bi-weekly 1:1 meetings, and other ad-hoc calls as needed.

Digital Ad Operations Coordinator Dec 2020 – Aug 2021

Masterminds Advertising

- Optimized digital campaigns and sent **daily budget reports** to internal team.
- Built and optimized paid digital marketing campaigns for **7 hospitality and entertainment** clients.
- Drafted monthly visual data reports using TapClicks to send and present to clients.
- Managed and sent monthly invoices through all clients and other external vendors.

Social Media Manager Apr 2019– May 2020

Penn State THON

- Curated all content to be posted on four different social media accounts with a combined **308,000+ followers**.
- Formulated and delivered social media **promotion calendars** throughout the year for special events, fundraisers, sweepstakes, campaigns, and corporate sponsors that partner with THON in order to build a more unified and **cohesive brand**.
- Spearheaded an organization-wide social media initiative for the "Dream Forward" Campaign in its inaugural year. Surpassed our goal of \$500,000 by raising over **\$701,000 in 16 days**.

EDUCATION

Bachelor of Arts, Advertising/Public Relations

The Pennsylvania State University

Donald P. Bellisario College of Communications

Dean's List 7/8 Semesters