

# HALEY LEWIS

ADVERTISING

## PROFILE

Energetic and passionate recent college graduate aiming to use my knowledge of advertising, design, media, PR, and consumer research strategies to satisfy the marketing position at your company.

## CONTACT

(586)530-7667

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MACOMB, MI 48044

[HTTPS://HALEYLEWISPORTFOLIO.](https://HALEYLEWISPORTFOLIO.WIXSITE.COM/MYSITE)

[WIXSITE.COM/MYSITE](https://HALEYLEWISPORTFOLIO.WIXSITE.COM/MYSITE)

## EDUCATION

CENTRAL MICHIGAN UNIVERSITY | MAY 2019

BACHELOR OF SCIENCE

Major in advertising

Minor in multimedia design

## EXPERIENCE

ADVERTISING MANAGER

CENTRAL MICHIGAN LIFE | APRIL 2017-MAY 2019

- Managed a team of five employees
- Maintained client relationships
- Structured and executed marketing campaigns
- Corresponded with other departments to meet client needs
- Managed 20+ accounts

MARKETING INTERN

CADILLAC TRAVEL GROUP | JUNE 2018 - AUG 2018

- Created and maintained Google Ad campaigns
- Designed promotional flyers for specific travel groups
- Met with Travel Agents about marketing needs
- Assisted with self promoting social media campaigns

## SKILLS

- InDesign
- Illustrator
- Microsoft Office
- Social Media Platforms
- Google Advertising
- Copywriting
- Advertising Strategies

## AWARDS

CENTRAL MICHIGAN LIFE

Advertising Rep of the Month Aug/Sept 2017

Most Special Sections Sold October 2017

Advertising Rep of the Year 2017/18

Biggest Revenue Increase April/May 2019

Most Ads Sold for the Month April/May 2019

## REFERENCE

KATHY SIMON

Assistant Director of  
Student Publications  
Central Michigan Life  
(989)774-7805

DAVID FISHMAN

Owner/ CEO  
Cadillac Travel Group  
(800)369-8747