



HAYLEE MCEVOY

COMMUNICATION STRATEGIST

About me

I'm a communication strategist specializing in social media with experience in public relations, marketing, crisis communication and event promotion. I manage the brands of household names such as Visionworks, Marriott and Hilton.

EXPERIENCE

SOCIAL BUTTERFLY

Boxcar PR

2020 - Present

- Develop and manage organic and paid social media content
- Craft press releases to earn media coverage for clients
- Delegate marketing budget to align with brand goals
- Analyze and compile performance data into monthly reports
- Lead client meetings
- Liaise between client and graphic design team

SOCIAL MEDIA MANAGER

Bare Wax

2022 - Present

- Develop and manage organic social media content calendar
- Create social media content
- Advise and assist with public relations strategies

EVENT INTERN

Greater Louisville Inc.

February 2019 - May 2019

- Develop and manage organic social media content calendar
- Craft press releases and media packets
- Liaise with event applicants
- Provide event participants with social media content and copy

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EDUCATION

STRATEGIC COMMUNICATION B.A.

Indiana University Southeast

COMPETENCIES



SKILLS

- Organic + Paid Social Media
- Copywriting
- Content Creation
- Media Relations
- Client + Project Management
- Crisis Communication
- Marketing + Advertising
- Data Collection + Analysis
- Event Promotion
- Google Suite + Microsoft Office