



BECKY HAYTER

PERSONAL PROFILE

My vision is to make a difference in the world, to make a change, and be a part of something bigger than myself. Charismatic leader with high expectations.

SKILLS & ABILITIES

- **Adobe** (Illustrator, Photoshop, InDesign, Audition)
- **Social Media** (Buffer, Twitter, Instagram, TikTok, Facebook, LinkedIn, TikTok)
- **Affiliate Management**
- **Project Management** (Asana, Trello, Podio, Timeneye, Jira, OnePage)
- **Email Marketing**
- **Google Analytics**
- **iWork** (Pages, Numbers, Keynote)
- **Microsoft** (Word, Powerpoint, Excel)
- **Templated Site Builds** (Wordpress, Shopify, Sitebuilder, Wix, SquareSpace)

CULTURAL EXPERIENCE

Studied Abroad *Barcelona, Spain*

- Studied International Management/Marketing
- Traveled 15 countries
- Adapted to different cultures

EDUCATION

Master of Science in Management and Leadership, Concentration in Sport Management

Cumulative GPA: 3.7

East Stroudsburg University, 2014

Bachelor of Science in Sport Management

Major GPA: 3.8 Cumulative GPA: 3.54

East Stroudsburg University, 2012

CONTACT INFORMATION

908.403.9457 | rrhayter@gmail.com
Blairstown, NJ

BECKYHAYTER.COM

EXPERIENCE

MARKETING DIRECTOR

WFH DESIGN USA (2021 - PRESENT)

- Work with the founder to create a strategic vision for all types of marketing and ensure robust, integrated, and flawless execution of the mission, vision and brand story.
- Lead the development of content across various formats
- Create and develop the Strategic Marketing, Social Media, Email Marketing and Contest Plans.
- Create, design and/or supervise the Marketing graphic designs needed for all the marketing actions
- Review and apply SEO/SEM strategies in the Marketing actions
- Contribute to product design / Ecommerce Management
- Manage editorial and content strategy for all blogs / SEO material
- Develop Influencer contacts and expand on existing influencers
- Managing performance metrics; KPI, churn, conversion rate etc.
- Identify KPIs and metrics to measure the performance and its impact
- Prepare executive-level reporting: Monthly KPI, Analytics, ROI
- Facilitate relationships between teams and delegate project tasks
- Grow and manage external and internal team members
- Deliver effective organization skills and manage multiple priorities

MARKETING MANAGER

SSI NORTH AMERICA (2018 - 2021)

- Develop, implement, and fine tune a compelling marketing strategy
- Complete rebranding and rebuilding of SSI North America: Logo & Website
- Work with National Sales Manager and Product Manager to develop, coordinate and execute marketing strategies for each product line
- Design sample books and sales materials as needed for each product line
- Design, coordinate and oversee the contracting, construction and installation of SSI's trade show space at the IWF and AWFS events
- Use problem solving skills to identify and resolve large and complex business problems
- Develop and create a print and digital advertisement plans
- Develop and create social media presence for SSI
- Manage, forecast and report on marketing efforts and budget while actively optimizing resources to help maximize investments
- Develop and maintain a close working relationship with industry trade groups and publications

PROJECT MANAGER | CREATIVE SPECIALIST

TIP MEDICAL COMMUNICATIONS (2016 - 2018)

- Manage projects for predominately pharmaceutical clients from start to finish on technical projects
- Provide ideas and feedback for enhancements to tablet/mobile applications and their CMS
- Handle multiple simultaneous projects while prioritizing, scheduling client calls, and meeting deadlines
- Lead weekly status calls with clients to provide updates and collect feedback
- Manage, report, and find efficient work arounds for technical issues, application bugs, and communicating effectively with team throughout the process
- Providing monthly maintenance as well as weekly/monthly reports
- Active role in designing mobile applications and websites
- Head designer of all marketing content, brochures, handouts, mailers, and social media posts
- Lead on podcast recording and responsible for mixing audio files for clients

GRAPHIC DESIGNER | OFFICE MANAGER

RED DOG DESIGNS (2015 - 2016)

- Establish contacts and develop relationships with customers
- Development of brand identity from start to finish (logo, business cards, brochure)
- Identify areas of improvement in the company and assist in creating and implementing solutions
- Take responsibility for sales improvement initiatives and other assigned tasks
- Handle the start to finish of the development of customer merchandise and promotional items
- Guiding individuals to items that would effectively represent their business
- Organization of office layout and maintaining upkeep daily/weekly as needed