

HALEY BARROS

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EDUCATION

UNIVERSITY OF SOUTH FLORIDA

Bachelor of Behavioral Science

GPA: 3.8/4.0

Graduation: May 2023

RELEVANT EXPERIENCE

SOCIAL MEDIA/CONTENT DIRECTOR AT ELITE MEDICAL AESTHETICS Tampa, FL | 05/2024 - 08/2024

- Increased social media following by 3k in 3 months.
- Boosted engagement by 150% by producing and editing original content—including videos, images, and written posts.
- Increased brand awareness by revamping original imagery, branded color schemes, and targeted language.
- Collaborated with the CEO to conduct interviews and successfully onboard new social media team members.

DIGITAL MARKETING DIRECTOR AT MODERNIZED MOBILE LLC Tampa, FL | 04/2022 - 11/2023

- Successfully managed all digital marketing, social media accounts, and front-end websites for up to 8 companies at a time including Instagram, Facebook (Meta), TikTok, Twitter, LinkedIn, Pinterest, Etsy, and Google.
- Improved website visibility through a 65% increase in search engine optimization.
- Leveraged artificial intelligence platforms to generate eye-catching content and surpass competitors in social media trends.
- Supervised and mentored a team of digital marketers and graphic designers within the company.

SOCIAL MEDIA STRATEGIST AT L'ELLA JEWELRY AGENCY Tampa, FL | 06/2022 - 10/2023

- Revamped and rebranded the agency website with increased SEO, product modeled images, and high quality videos.
- Created and managed the Shopify account accelerating jewelry sales and website activity.
- Engaged with followers, managed social media channels and fostered positive interactions with the target audience.

SPECIAL EVENTS / SUPERVISOR Tampa, FL | 11/2020 - 01/2023

- Organized and managed recreational campaigns that spanned across the University campus.
- Filmed and edited recreational videos, sporting events, and recreational facility events for USF's social media platforms.
- Led a team of recreational facility staff and patrons.