

Haleigh Cooper

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Education

AUGUST 2020 - MAY 2023

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL, Chapel Hill - *B.A. in Communications*

Additionally double minored in Advertising and Public Relations through the Hussman School of Journalism, and Creative Writing.

Experience

MAY 2022 - PRESENT

Only Us Media, Durham - *Intern*

- Designed flyers and graphics for social media posts promoting upcoming shows
- Posted, monitored, and responded on social media during shows, heightening online presence
- Teamed with Bhavya Rai, founder of INELEGANCIES, to create a brand kit for the record label

AUGUST 2022 - NOVEMBER 2022

Valued PR, Chapel Hill - *Group Paper Project Leader*

- Worked with a representative from Golin to create a PR Campaign that would make Walmart the #1 toy destination as part of a class called PR Campaigns with Professor Julie Dixon
- Compiled data for research and a case study, and formally pitched the campaign

OCTOBER 2022 - PRESENT

Lambda Pi Eta, Chapel Hill - *Vice President*

- Assisted President in all duties of furthering the organization and its events
- Designed graphics and posted on social media to further presence
- Organized events and effectively assigned tasks to other cabinet members

AUGUST 2022 - DECEMBER 2022

Writer as a Publisher, Chapel Hill - *Student*

- Collaborated with a team to write a developmental inquiry and copyedit Maggie Cooper's short stories
- Designed a set of book covers and interiors for Bull City Press

SEPTEMBER 2019 - PRESENT

Ohlevelyx - *Creator*

- Compiled video and audio from tv shows, movies, and other media to edit them in a concise way that tells a story for over three years, with over 200 videos made and 135 of them still visible on Instagram
- Analyzed social media analytics and trends to reach views of 40K+ on Instagram, 100K+ on Youtube, and 55K+ on TikTok
- Interacted with other similar accounts with more followers to reach more viewers, and researched more ways to make better quality videos

Skills

Adobe Creative Suite, HTML/CSS, Instagram, Tiktok, Youtube, Canva, Digital Art, Video Editing, Teamwork, Copyediting, Leadership, Time management, Independent Projects, Microsoft Cloud

Awards

April 2022 - Jim Barry Production Scholarship

August 2022 - Mary Sue Joyner Scholarship