



HAILEY MILLER

haileydanmiller@gmail.com | (918) 360-6411 | Muskogee, OK 74403 |

WWW: <https://haileydanmiller.wixsite.com/mysite> |

WWW: <https://www.linkedin.com/in/haileymiller/>

EDUCATION

Kansas State University, Manhattan, KS

05/2023

Bachelor of Science: Business Administration, Marketing

SKILLS

Social Media Management; Sprout Social, Airtable

Customer Engagement

Communication

Problem-Solving

Adobe Creative Suite; Photoshop, Lightroom, Express

Team Leadership

Adaptability

Attention to Detail

WORK HISTORY

Hospitality Director | Chick-fil-A Muskogee

09/2023 - CURRENT

- Enhanced guest satisfaction by delivering exceptional customer service and addressing customer complaints promptly.
- Maintained monthly overall satisfaction in the top 20% of Chick-fil-A restaurants in the nation.
- Collaborated with other department managers to develop targeted strategies for improving overall operational performance.

Marketing Assistant | K-State Student Union

08/2021 - 05/2023

- Designed a variety of high-impact digital marketing collateral, including social posts and video content for various social platforms, increasing engagement by 200%
- Collaborated with various departments and organizations within the Kansas State Student Union to create and promote events and initiatives through social media
- Analyzed social media metrics and provided regular reports on performance, identifying areas for improvement and making recommendations to optimize content and strategies for executive leadership.

Marketing Manager | Chick-fil-A Muskogee

01/2021 - 07/2022

- Managed workflow between staff, coordinating documents, planning, and promotional material distribution.
- Improved customer loyalty by implementing effective in-app marketing campaigns and personalized offers.
- Lead and developed team members, providing guidance and support to foster professional growth and skill development within the restaurant.