

DEVON HALEY

Driven web copywriter and online marketer with an interest in fashion/retail, particularly e-commerce.

linkedin [linkedin.com/in/devonhaley](https://www.linkedin.com/in/devonhaley)
twitter [@devolh](https://twitter.com/devolh) [@TechTEvents](https://twitter.com/TechTEvents)
blog www.beachybrunette.com

Experience

Marketing Associate, TechTarget Newton, MA May 2012-Present

- Assisted with a website redesign to optimize SEO/SEM for TechTarget Events
- Drive event registrations through targeted copy for emails & social media accounts
- Compile weekly, monthly and quarterly site and event reports
- Edit website copy for grammar, punctuation and syntax
- Successfully work under pressure & within tight-deadlines
- Streamline projects & processes between internal departments

Copywriter, TechTarget Newton, MA August 2011-May 2012

- Crafted 40+ pieces of copy a week for email marketing campaigns
- Prioritized work for excellent time management on tight deadlines
- Tracked copy metrics
- Worked with operations, campaign management & marketing to assure that copy drove performance

Freelance Marketing, Exponent Collaborative Boston, MA August 2011-Present

- Created marketing collateral
- Researched media opportunities
- Developed social media strategies for Pinterest, Twitter & Facebook
- Created product titles & descriptions for women's belt e-tailer

Assistant Store Manager, Colors Cape May, NJ June 2010-May 2011

- Increased sales with customer service in person & over the phone
- Trained employees
- Created store displays & merchandised product
- Assisted with buying at trade shows

Public Relations Intern, Film Fashion PR Los Angeles, CA Aug. 2008-Dec. 2008

- Drafted press releases
- Created look-books
- Managed showroom samples
- Helped with styling appointments
- Assisted with in-store events & fashion shows

Cape May Star and Wave, Editorial Intern Cape May, NJ May. 2007-Aug. 2007

- Pitched stories for a weekly newspaper
- Wrote & edited in AP Style
- Conducted research & interviews for articles

Education

Ithaca College, Ithaca, NY — BA: Journalism, minor: Anthropology, 2010
-Selected for Ithaca College Los Angeles Program, Fall 2008

Technical Knowledge

Graphics: fundamentals of Adobe Photoshop, InDesign & Contribute

Web: basic HTML, Google Analytics, Survey Gizmo, Wordpress, Dart for Publishers

Computer: Microsoft Word, Excel, Outlook, PowerPoint