

Hailey Church

PR & Media Relations Director

hailey4818@yahoo.com

239-443-0047

www.linkedin.com/in/haileychurch

A results-driven communications professional with a proven track record of building and scaling businesses through innovative PR strategies and market analysis. Experienced in creating high-impact marketing campaigns, cultivating strategic partnerships, and enhancing brand visibility, leading to significant revenue growth and brand diversification.

WORK EXPERIENCE

Enchanted Readings - Owner & President | PR & Media Relations Director

January 2019 - current

- Developed and executed key marketing initiatives that grew the company from inception to a \$2M revenue business within three years, showcasing strategic marketing and brand development expertise.
- Developed and executed Meta branding and social media marketing strategies, utilizing customer service insights, targeted ad copy, and in-depth analysis of demographics and psychographics to optimize ad performance and drive customer engagement.
- Spearheaded strategic marketing initiatives, resulting in a 35% boost in brand awareness and a diversification of clientele by 15%.
- Increased TikTok following to 150K and Facebook following to 80K by consistently posting relevant and engaging content, fostering strong audience interaction, and driving significant growth in both platforms' communities.
- Boosted Facebook's monthly reach to 3 million people on average by crafting shareable, targeted content that resonated with key demographics, increasing overall brand visibility.
- Increased profits from \$20,000 in the first year to \$300,000 in the fourth year, representing a 1,400% growth.

State Attorney 12th Judicial Circuit - Data Entry Clerk

2017 - 2019

- Entered over 1,500 misdemeanor case records into the electronic database, achieving a 98% accuracy rate and meeting all deadlines.
- Monitored and enforced confidentiality policies, resulting in zero data breaches and maintaining 100% data integrity in reports.
- Reviewed and verified over 500 legal documents, ensuring 100% accuracy and completeness for successful case outcomes.
- Streamlined case management tasks by assisting attorneys and legal staff, resulting in a 30% reduction in processing time.
- Organized electronic and physical filing systems, reducing case information retrieval time by 40%.
- Facilitated communication across departments, improving project coordination speed by 25% through timely updates and organized documentation.

City of Fort Myers Parking - Administrative Assistant

2016 - 2017

- Processed over 1,000 payment transactions with 99.5% accuracy and 100% compliance with security protocols.

- Handled an average of 150 phone inquiries per week, reducing response time by 30% while improving customer feedback ratings.
- Resolved over 250 customer issues at payment machines, achieving a 95% satisfaction rating through effective troubleshooting.
- Enhanced customer service processes, achieving a 95% positive feedback rating from over 1,000 customer interactions in six months.

EDUCATION

Florida Southwestern State College - Associates of Arts in General Studies

2018 - 2023, 3.8 GPA

- Relevant coursework: Employability Preparation, Computer Software & Technology, American Sign Language

Florida Gulf Coast University - Bachelor of Arts in Communications, Concentration in Public Relations; Minor in Marketing

2023 - current

- 3.8 Cumulative GPA; Dean's List
- Relevant coursework: PR Campaigns, Public Relations Writing, Interracial/Intercultural Communication, Public Relations Research

SKILLS

- **Digital Marketing:** Expertise in developing and executing data-driven digital marketing strategies to increase brand visibility and customer engagement.
- **Crisis Communication:** Skilled in managing high-stakes communications to mitigate risk and safeguard brand reputation during crises.
- **Media Relations:** Proven ability to build and maintain strong relationships with media outlets, securing high-profile placements and press coverage.
- **Marketing Strategy:** Experienced in designing and implementing strategic marketing initiatives that drive growth and brand awareness.
- **Business Leadership:** Founder and leader of a successful six-figure business, responsible for overseeing all operations and driving long-term growth.
- **Public Relations & Media Outreach:** Led impactful PR campaigns, securing top-tier media coverage for high-profile clients.
- **Crisis Management:** Successfully managed crisis communication efforts, maintaining client reputation and minimizing reputational damage.