

HAILEY JEROME

EXPERIENTIAL MARKETING

Charlotte, NC | Hailey.Jerome12@yahoo.com | LinkedIn.com/in/haileyjerome

Results-driven marketing and events professional with 7+ years of experience in event marketing and brand activation. A self-starter with a strong eye for detail, known for creativity, collaboration, and the ability to thrive in fast-paced environments. Avid multitasker and problem-solver with a track record for delivering solutions that drive engagement and brand awareness.

AREAS OF EXPERTISE

Strategic Communication | Branding | Email Communication | Budget Management | PR | Digital & Print Advertising | CRM | Negotiation | Project Management | Organization | Cross-Functional Collaboration | Interpersonal Skills | Adaptability | Canva | Adobe Illustrator | Meta | Tik Tok Creator Studio | Mailchimp | Hubspot

RELEVANT CAREER EXPERIENCE

Freelance Project | Event Consultant

La Lima | Soft Opening | April 2025

- Executed a high-profile soft opening in just 3 weeks, resulting in selling over 800 sandwiches during La Lima's first Saturday.
- Collaborated with notable Charlotte influencers to maximize event visibility, creating engagement exceeding 11,000 viewers.

Marketing & Events Manager

VIVA CHICKEN | April 2024 - January 2025 (Onsite)

- Created and developed a comprehensive brand and content strategy.
 - Increased Instagram followers by 20% in two years.
 - Built and developed a content calendar and campaigns for 15 restaurants across three states.
 - Increased Influencer engagement by 120% over the course of one year
- Managed and allocated a \$100,000 marketing budget for 15 restaurants across six regions.
- Championed activations, logistics, and sponsorships for over 100+ sporting events, festivals, and community events, which led to a 3.67% increase in sales for participating restaurants.
- Collaborated with the CEO to build out the General Manager's Conference event plan.

Marketing & Engagement Coordinator

VIVA CHICKEN | June 2021 - April 2024 (Onsite)

- Increased brand awareness across the market by running 5 restaurant openings.
- Developed and implemented marketing playbooks for new restaurant openings. Trained 50+ team members to ensure standardized execution across all markets.
- Generated content for all social media outlets (Facebook, Instagram, TikTok) and managed the content calendar and influencer campaigns for 17 restaurants across four states.
- Led internal employee engagement communications, including quarterly newsletters, competitions, and outings.

Sales & Marketing Coordinator

SHANE'S RIB SHACK | April 2020 - May 2021 (Hybrid)

- Executed marketing campaigns and collaborated with influencers across five restaurants and two states, analyzed market trends to implement innovative strategies that aligned with industry demands, and grew the catering business.
- Engaged with prospective customers to promote services, secure bookings, and generate new business.

ADDITIONAL WORK HISTORY

MARKETING DIRECTOR | Decoding Dyslexia NC | August 2021 - April 2023 (Volunteer)

CATERING & EVENTS COORDINATOR | Noble Food & Pursuits | August 2019 - March 2020

CATERING SALES ASSISTANT | Turf Valley Resort | February 2018 - June 2019

EVENT COORDINATOR | Beck n' Call | December 2018 - July 2019

EDUCATION

Salisbury University- BA in Human Communication, Minor - Marketing Management | Cum Laude |

CERTIFICATIONS

University of North Carolina Charlotte - Meeting & Event Planning Certificate

Florida Atlantic University - Hospitality and Tourism Certificate

Hubspot Academy - Social Media Marketing Certificate