

HALEY PIERCE

Marketing & Brand Strategist | Event Management & Design Specialist

Denver, CO (Open to Relocation) | (303) 718-7433 | Piercehe@outlook.com | [LinkedIn](#) | [Portfolio](#)

Marketing and Branding Professional with 5+ years delivering 30-65% campaign performance increases by transforming company goals into strategic creative campaigns. Drives increased reach, engagement, and adoption across digital and physical touchpoints through compelling rebrands, innovative content strategies, and integrated marketing that generates measurable growth for B2B and DTC markets.

RELEVANT EXPERIENCE

Eclectic Elegance Events & Catering - Assistant Event Planner & Designer | 08/2024 - Present

- Drive exceptional client experiences through strategic event planning and creative design execution
- Assist CEO in planning and executing high-impact events, managing logistics, client coordination, and on-site setup operations
- Develop creative event themes, decor concepts, and visual presentations that elevate guest experience and enhance event atmosphere
- Maintain strong client relationships as key point of contact, ensuring seamless coordination and satisfaction while balancing multiple projects under tight timelines

Branding and Marketing, Graphic Design & Content Management Consultant - Freelance | 04/2020 - Present

- Deliver comprehensive branding and marketing solutions across CPG, hospitality, real estate, software, retail, beauty, and medical aesthetics sectors, achieving up to 59.7% increase in reach, 50% growth in customer acquisition, and 55% follower growth
- Manage integrated social media strategies across platforms while maintaining authentic brand voice and fostering community outreach for clients including Florida Caribbean Distillers, Dr. Pepper Snapple, and Arta Tequila
- Design creative, high-impact visual assets and branding materials while managing influencer partnerships and website optimization for enhanced UX and conversions
- Execute experiential marketing through event management and product sampling campaigns, driving direct consumer engagement and brand awareness

Arsenic Agency - Influencer Account Director | 01/2024 - 11/2024

- Orchestrated high-performance influencer marketing campaigns, consistently achieving 99-150% of daily sales KPIs while driving 20% increase in brand visibility for top-tier clients
- Executed strategic micro-digital marketing initiatives with optimized conversion rates, advancing client ROI and financial independence through data-driven sales methodologies
- Managed cross-functional content development and distribution workflows, maximizing audience engagement through targeted messaging and performance analytics
- Leveraged advanced data insights and conversion optimization techniques to exceed revenue targets while cultivating strategic influencer partnerships
- Directed high-performing account teams and stakeholder relationships, driving client retention and brand expansion through collaborative campaign management

HCM - Lead Sales & Marketing Specialist | 06/2022 - 09/2023

- **Led strategic market analysis and executive collaboration to drive growth initiatives, generating \$350K in pipeline revenue and 75% web traffic increase**
- Conducted comprehensive competitor analysis and market research while partnering with executive teams to develop and launch new service lines that enhanced market positioning
- Designed targeted sales/marketing collateral and HubSpot email campaigns, securing 6 new clients through strategic messaging and content development
- Spearheaded company-wide rebranding initiative including visual identity and digital strategy, increasing brand recognition by 68% and establishing performance KPIs

- Revamped social media strategies and conducted B2B persona research, achieving 50% boost in network reach and expanding prospects by 35% through targeted lead generation

Upland Brewery Co. - Social Events Manager | 10/2021 - 05/2022

- Increased event attendance and brand adoption by 25% through strategic event planning and integrated marketing execution
- Designed and executed 10+ branded events, developing promotional materials and leveraging product expertise to enhance customer experience and drive brand loyalty
- Created targeted marketing assets and coordinated cross-platform promotion strategies that boosted event visibility and attendance
- Managed end-to-end event logistics while maintaining consistent brand messaging across all customer touchpoints

9-Eighteen Solutions - Media Content Creator & Marketing Developer – Freelance | 05/2021 - 01/2022

- Delivered 47% improvement in sales team performance through strategic video content production and integrated marketing assets
- Produced 10+ service-focused video assets using Adobe Creative Suite, creating compelling promotional content that increased sales conversions
- Developed client-facing presentations and marketing materials that directly contributed to new business acquisition, revenue growth and better messaging aligning with brand voice
- Collaborated with sales teams to create content strategies that enhanced lead generation and customer engagement

GTFO It's Vegan - Brand, Marketing & E-commerce Specialist | 03/2019 - 02/2021

- Expanded follower count by 10,000+ and achieved 38% increase in product adoption for DTC startup launch
- Played key role in startup's DTC platform launch, producing website assets and supporting back-end operations for seamless functionality and scalability
- Conducted competitor analysis informing product strategies while managing social media presence and executing digital promotional campaigns
- Established relationships with 50+ CPG vendors, integrating products into online marketplace and enhancing multi-brand visibility through quality B2B partnerships

SKILLS & CERTIFICATIONS

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| <ul style="list-style-type: none"> ● Technical Skills & Platforms: HTML/CSS, WordPress, Wix, Squarespace, Microsoft Office, Google Suite, Asana, Notion, Salesforce, HubSpot, Apollo, Tableau, CRM Analytics Tools ● AI & Creative Tools: Midjourney, AI-Powered Design, ChatGPT, Adobe Creative Suite, Canva ● Marketing & Growth: SEO, SEM Strategy, Social Media Platforms, B2B & DTC Sales, Copywriting, Google Ads Management | <ul style="list-style-type: none"> ● Management & Operations: Project Management, Team Leadership, Event Management, Customer Service ● Professional Certifications: Google Ads Search, HubSpot Content Marketing, HubSpot Digital Marketing, HubSpot Social Media Marketing, Semrush AI-Powered Marketing |
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EDUCATION

Indiana University, Bloomington, IN - B.A – Media Advertising Specialized in Creative Marketing | 05/2018 - 05/2022

- High Honors, Dean's List (3 years)
- Gamma Phi Beta Philanthropy Chair & Executive Board Member
- First-place in Mimic Social Simulation for highest engagement and reach
- Advertising campaign winner featured throughout campus