

Haley Kotwicki

WRITER AND DESIGNER

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📷 @haleykotwicki

PROFILE

Enthusied about finding simple, creative ways to promote and support the team and company as a whole

SKILLS

- WordPress
- Constant Contact
- Canva
- InDesign
- Photoshop
- AP Style
- Falcon.io

TECHNICAL

- Content creation
- Social media
- Pagination
- Editing
- Design

EDUCATION

- Bachelors of English | Oakland University | December 2014
- Summa cum laude
- Minor in journalism

WORK EXPERIENCE

Oakland Family Services

May 2021 - Present

COMMUNICATION SPECIALIST

- Coordinate and facilitate requests for printed materials.
- Design and print marketing materials
- Write press releases, stories, and create agency newsletters in the promotion of the agency and its programs.
- Implement marketing and communications strategies through continuous posts on social media, Facebook, Twitter, etc.
- Monitor data regarding the effectiveness of social media usage.
- Research child development, effective practices in adults to promote positive outcomes
- Adapt scientific/technical information in language that is engaging and understandable to the general public

Best Life Brands

October 2015 - May 2021

CONTENT SPECIALIST

March 2017 - May 2021

- Research and write 150+ blogs/newsletters per year to educate clients and potential clients
- Create inbound content twice per week for 3 unique brands across Facebook, LinkedIn, Instagram and Twitter
- Facilitate Facebook ads every month with budgets exceeding \$2,000
- Teach over 900 franchise owners about social media marketing and technology, such as Nextdoor
- Collaborate with team or owners to write marketing copy
- Edit and send all internal daily communications daily

COPY EDITOR

October 2015 - March 2017

- Edited all internal communications and marketing copy
- Wrote 56 posts and created content for the corporate blog: The Best Life Blog

Digital First Media

November 2014 - October 2014

PAGINATOR

- Created layouts for daily and weekly newspapers
- Searched for and judged news stories on The Associated Press' database
- Designed photo spreads for special editions
- Corrected grammar and syntax