

Haley Kotwicki

Writer and designer driven to find creative ways to support my team and serve stakeholders.

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Writings:

HKotwicki.JournoPortfolio.com

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EXPERIENCE

Oakland County — *Communications & Marketing Assistant*

FEBRUARY 2023 - PRESENT

- Generate content ideas to promote county events and programs
- Monitor news and social media for potential issues and storytelling
- Draft and send press releases then analyze their reach
- Craft articles for the Oakland County Blog and older adult newsletter
- Research and write proclamations on behalf of the county executive for individuals and organizations
- Represent the county at senior expos and Pontiac outreach programs

Oakland Family Services — *Communication Specialist*

MAY 2021 - FEBRUARY 2023

- Coordinate and design marketing materials
- Write press releases and stories, and create agency newsletters
- Implement marketing and communications strategies via social media and monitor effectiveness
- Adapt scientific/technical information in language engaging and understandable to the general public

Best Life Brands — *Content Specialist*

OCTOBER 2015 - MAY 2021

- Create inbound content twice per week for 3 unique brands across Facebook, LinkedIn, Instagram and X (Twitter)
- Facilitate Facebook ads every month with budgets exceeding \$2,000
- Teach over 900 franchise owners social media marketing
- Collaborate with team or owners to write marketing copy
- Edit and send all internal daily communications daily

— *Copy Editor*

OCTOBER 2015 - MARCH 2017

- Edit all internal communications and marketing copy
- Craft content for the public-facing blog

Digital First Media — *Paginator*

NOVEMBER 2014 - OCTOBER 2015

- Create layouts for daily and weekly newspapers, including the Oakland Press
- Correct grammar and syntax using AP Style

SKILLS

Content research & writing

Graphic design

Internal communications

Media relations

Social media

TECHNICAL

Adobe InDesign, Rush & Express

AP Style

Asana

Canva

Constant Contact

govDelivery

Meltwater

WordPress

EDUCATION

Bachelors of English

Oakland University | December

2014 Summa cum laude

Minor in journalism