Haley Kotwicki

CONTACT

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EDUCATION

Bachelors of English

Minor in Journalism

Oakland University

Rochester Hills, MI

September 6, 2010 - December 14, 2014

SKILLS

- Content research & writing
- Copy editing
- Graphic design
- Internal communications
- Media relations
- Social media
- Photography

TECHNICAL

- Adobe InDesign, Express & Photoshop
- AP Style
- Asana
- Canva
- Constant Contact
- Envisio
- GovDelivery/ Granicus Communications
- Meltwater
- Microsoft Suite
- Sitefinity
- Siteimprove AI
- WordPress

EXPERIENCE

Oakland County

Communications & Marketing Assistant

Feb. 28, 2023 – Present

- Develop content/editorial campaigns to increase awareness of county services, programs and events
- Identify emerging issues and story opportunities through media monitoring for increased community engagement
- Produce and distribute press releases to news organizations and analyze data for maximum impact
- Write engaging 3+ stories per month to feature on Oakland County Blog and older adult newsletter, Encore
- Spearhead the county's first style guide for written materials
- Research and write proclamations, support letters and speeches for the county executive to deliver to celebrated individuals and organizations
- Represent the county at senior expos and outreach programs for community engagement

Oakland Family Services

Communication Specialist

May 7, 2021 – Feb. 23, 2023

- Write and design marketing materials to promote nonprofit services and programs
- Publish and draft press releases and agency newsletters to keep stakeholders and donors informed of nonprofit's news
- Design and implement organic marketing communications strategies via social media and analyze data for effectiveness
- Adapt scientific information into understandable, engaging language for public

Best Life Brands/ComForCare

Content Specialist

March 3, 2017– May 3, 2021

- Create social media posts for franchisees of 3 unique brands
- Design and publish Facebook ads with budgets over $2,000
- Teach over 900 franchisees on social media marketing
- Edit and distribute all internal communications for employees

ComForCare

Copy Editor

Oct. 26, 2015 – March 1, 2017

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

Digital First Media

Paginator

Nov. 17, 2014 – Oct. 23, 2015

- Edit and layout articles for daily and weekly newspapers
- Correct grammar and syntax using AP Style