

# HALEY PEREYO

DIGITAL MARKETING STRATEGIST | CONTENT CREATOR



**LONG ISLAND,  
NEW YORK**



**631.707.1309**



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## SKILLS

### SOCIAL MEDIA:

- Facebook
- Twitter
- Instagram
- LinkedIn
- Pinterest
- Snapchat

### COPYWRITING:

- Social Media
- Press Releases
- Blogs
- Marketing Campaigns

### DESIGN / CONTENT CREATION:

- Adobe Photoshop
- Adobe Premiere
- Adobe Indesign
- Final Cut Pro
- Wordpress
- Canva
- DSLR Cameras
- Gif-making
- Basic HTML Coding

### DATA / ANALYTICS:

- Google Analytics
- Simply Measured
- Sprout Social
- Spredfast
- Hootsuite

### BUSINESS:

- Microsoft Suite
- Salesforce
- Pardot

## WORK EXPERIENCE

### WESTCOR LAND TITLE INSURANCE COMPANY      SEPT 2019 - CURRENT SOCIAL MEDIA & COMMUNICATIONS MANAGER - MELVILLE, NY

- Create and execute digital marketing strategies to grow B2B customer base
- Liaison between the marketing team and 18 regional offices
- Develop and coordinate the integration of messaging consistent with the brand strategy
- Provide internal social and digital presence strategy assistance in collaboration with existing and new marketing strategies
- Manage the marketing calendar for four unique brands while executing the social media marketing for all channels
- Facilitated external social and digital strategy mentorship with our customers including hands-on training and guidance, as requested
- Management of the CEO's digital presence entirely - including ghostwriting blog content, running her social media accounts, and creating her personal brand
- Management of all public relations including press contacts, press release writing, etc.

### WESTCOR LAND TITLE INSURANCE COMPANY      MAY 2019 - SEPT 2019 MARKETING COMMUNICATIONS FELLOWSHIP - MELVILLE, NY

- Spearheaded and implemented a streamlined process of creating and publishing content for Westcor and their affiliated brands
- Produced written copy, photographs and videos for posts across all of the company's social media accounts daily

### CANON U.S.A., INC.      JUN 2018 - AUG 2018 SOCIAL MEDIA INTERN - MELVILLE, NY

- Assisted in the coordination and execution of the company's social media strategy on Twitter, Facebook, Instagram, and LinkedIn
- Managed multiple social campaigns from ideation to execution
- Produced written copy, photographs and videos for posts across all of the company's social media accounts daily

### LONG ISLANDER NEWS      JAN 2018 - MAY 2018 EDITORIAL & SOCIAL MEDIA INTERN - HUNTINGTON, NY

- Fulfilled multifaceted duties that included reporting, news/feature writing, researching, fact-checking, proofreading and headline/cutline writing
- Curated and wrote own, original column weekly titled, "Top Things To Do This Weekend"
- Managed and created content for Long Islander News on Facebook, Twitter, Instagram

## EDUCATION

**HOFSTRA UNIVERSITY      GRADUATED MAY 2019**  
Bachelor of Arts in Journalism

**SUNY STONY BROOK      ANTICIPATED GRADUATION JUNE 2022**  
MBA in Marketing

## CERTIFICATIONS

- Hootsuite Platform Certification
- Currently Pursuing:
  - Facebook Blueprint Certification
  - Google AdWords Certification

*References available upon request.*