

HALEY ROBINSON

haleygate@gmail.com | 972-978-6783

EXPERIENCE

Sr. Copywriter/Creative at MMI Agency (Houston, Tx)

March '14 – Present

- Develop strategic creative campaigns for popular national brands including email, social media, website, print and digital assets
- Work with creative team to create compelling, authentic marketing assets
- Create and implement search engine optimized content strategies
- Write search-optimized website copy and content
- Performed social media community management for top consumer health products

Jr. Copywriter at The Company of Others (Houston, Tx)

June '12 – March '14

- Worked with creative team to develop creative campaigns for regional brands
- Wrote compelling messaging across traditional and digital media
- Developed website concepts and wrote web copy

EDUCATION

Southern Methodist University (Dallas, TX)

Temerlin Advertising Institute (Magna Cum Laude)

Major: Advertising (BA), Creative Track

Minors: English, Psychology

SPECIAL SKILLS

Proficient in MailChimp, WordPress, Sprinklr

Content strategy

YouTube Creative certified

Social media management

Programmatic marketing

Video/radio production

INDUSTRY EXPERIENCE

Health Care

Consumer Packaged Goods

Travel Services

Hospitality

Real Estate

Retail