

# HALEY ROBINSON

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haleyrobinson.com

## EXPERIENCE

**Sr. Copywriter at Cart.com** (Houston, Tx) March '21 – Present

- Leads copywriting practice for Marketing as a Service department (MaaS)
- Works on interdisciplinary teams to develop digital marketing strategies for ecommerce clients including social, website and SEM
- Writes compelling, SEO-driven content for websites and blogs
- Helps craft new brand identities, developing tone, voice and messaging strategy

**Sr. Copywriter/Creative at MMI Agency** (Houston, Tx) March '14 – March '21

- Developed strategic creative campaigns for popular national brands including email, social media, website, print and digital assets
- Worked with creative team to create compelling, authentic marketing assets
- Created and implemented search engine optimized content strategies
- Wrote 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

## INDUSTRY EXPERIENCE

Health Care

Consumer Packaged Goods

Travel Services

Hospitality

Real Estate

Retail

eCommerce

## SPECIAL SKILLS

Proficient: *MailChimp, Klaviyo,*

*WordPress, Sprinklr*

Content strategy

YouTube Creative certified

Social media management

Programmatic marketing

Video/radio production