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# DELANEY HALPAIN

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## EDUCATION

### University of South Florida

B.S. PR & Advertising – current

### St. Petersburg High School

Diploma received: December 2018

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## SKILLS & CERTIFICATIONS

Problem solving, Internal/external communication, Customer service, Cross functional collaboration, Public speaking, Strategic marketing planning, Campaign development, Data analysis

CPR & First Aid Certified, Fundamentals of Digital Marketing Certification, Google Analytics

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## EXPERIENCE

### Marketing Director & Events Co-Ordinator/ Little Bugzz Babysitting

February 2024 - Current

Developed and implemented strategic social media and email campaigns for clients, enhanced brand visibility, executed engaging community events, managed both internal and external communications for marketing and events, budgeted event and marketing finances.

### Guest Service Team Member/ Target Corporation

March 2019-20 & May 2023 – October 2023

Providing exceptional customer service care to better consumer experience, answering phone calls, assisting guest's needs, problem solving, diffusing situations, enthusiastically greeting guests, cashing out guests, balancing registers, and managing the cash office.

### Digital Media Intern/ LEVO Health

June 2022 – March 2023

Coordinated project plans, development, proofing, testing, and launching of client email campaigns, implemented innovative ideas and design work for social media posts, display advertisements, and website developments. Optimized brand image through re-branding, patient engagement, and increased digital media platform presence.

### Email Marketing Intern/ Incomm Payments

August 2021 – March 2022

Hands-on experience with development, design, proofing, and testing of workflows within Adobe campaign and other various email campaign platforms to optimize customer loyalty and engagement. Coordinating internal/external communication of email submissions for bank and legal approvals Conducted Adhoc analysis for Campaign performance, leverage data insights, competitive analysis, and consumer insights for improving current/future campaign strategies. Managed, organized, designed, and launched a weekly industrial company-wide newsletter.

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## VOLUNTEER EXPERIENCE OR LEADERSHIP

### University of South Florida - Florida Public Relations Association Board Officer

*Vice President of Communications - overseeing external and internal communication for 80+ members*

### Pinellas Park Wesleyan Church Youth Band Leader

*Leadership of congregations consisting of 250+ people*

### PCCA Ass. Production Manager & various other management positions

*10 main productions varying in size*