

HAILEY FITZGERALD

Strategist



(540) 841-7649



findurfitz@gmail.com

EDUCATION

Master of Business Branding

Virginia Commonwealth University

Aug 2024-May 2026

- GPA: 3.8
- Strategist Representative

Bachelor of Mass Communications

Virginia Commonwealth University

Aug 2019-May 2023

- GPA: 3.2
- Account & Digital Content Manager of Ad Club
- VP CHAARG

TOOLS

- Google Gemini
- Google Suite
- Adobe Creative Cloud
- Excel
- MRI Simmons
- Talkwalker

AWARDS

Gold ADDY

American Advertising Awards

Best Strategy

SHRIMPS Restaurant

Bronze Award

Richmond Ad Club

Best Account Manager

VCU Ad Club

WORK EXPERIENCE

Enchanted Beauty Bar

May 2025-Present

Front Desk Receptionist

- Created social media content to enhance brand presence.
- Resolved client issues and maintained accurate records.
- Delivered excellent support in a fast-paced environment.

Brandcenter

October 2024-Present

Strategy Representative

- Acted as liaison between faculty and students, communicating needs, feedback, and opportunities for collaboration.
- Assisted with funding efforts, coordinated student events, and supported the mentor program.
- Represented student interests in faculty meetings, strengthening community and fostering engagement.

CreateAthon at VCU

Oct 2022-May 2023

Project Manager

- Led nonprofit campaigns with content and event promotion.
- Coordinated team efforts for successful project delivery.
- Managed sponsor relations and fundraising activities.

VCU da Vinci Center

Jan 2023-May 2023

Shift Retail Intern

- Conducted market research to inform marketing strategies.
- Analyzed campaign performance for optimization.
- Collaborated with clients on digital initiatives.

Ad Club at VCU

Jan 2022-May 2023

Account & Digital Content Manager

- Managed social media and boosted member engagement.
- Led website redesign increasing traffic significantly.
- Coordinated communications and event promotion.

VCU da Vinci Center

Aug 2022-Dec 2022

Project Manager, Shift Retail Lab Magazine

- Directed content strategy for digital publication launch.
- Managed social media promotion and event outreach.
- Ensured high editorial standards and team coordination