

HAILEY FITZGERALD

STRATEGIST

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EDUCATION

MASTER OF BUSINESS & BRANDING

VCU Brandcenter
Aug 2024 to May 2026 • GPA: 3.8
Strategy Representative

BACHELOR OF MASS COMMUNICATIONS

Virginia Commonwealth University
Aug 2019 to May 2023 • GPA: 3.2
Account & Digital Content Manager: Ad Club
VP: CHAARG

SKILLS & TOOLS

STRATEGY & RESEARCH

Creative Briefing, Consumer Insights, Brand
Positioning, Competitive Analysis, Campaign Strategy,
MRI Simmons, Talkwalker, Claude, Perplexity,
ChatGPT

CREATIVE & PRODUCTION

Canva, CapCut, Google Workspace & Gemini, Excel

SOCIAL MEDIA & PLATFORMS

Instagram, TikTok, X (Twitter), Content Calendar
Management, Sports & Internet Culture Trend
Monitoring

RECOGNITION

- **#2 Ranked Strategist Worldwide**, Young Ones 2026
- **Young Ones ADC Merit**: Waymo, No Drivers Here
- **Gold ADDY**, American Advertising Awards: WNBA Campaign
- **Best Strategy**, VCU Ad Club: SHRIMPS Restaurant
- **Bronze Award**, Richmond Ad Club: Social Media

ASK ME ABOUT

- The 2024 Philadelphia Eagles
- Justin Bieber
- Big Brother
- Anything Makeup Related

EXPERIENCE

CREATIVE STRATEGIST INTERN

JUN 2026 – PRESENT

Deeplocal

CLIENTS: TORANI, SPOTIFY, TIKTOK

- Translate client objectives into clear creative and social direction, conceptualizing and pitching ideas rooted in cultural, consumer, and internet trends.
- Partner with creative, engineering, and tech teams from ideation through execution, turning insights into brand-relevant campaigns and social/experiential strategy.
- Own strategic direction as the sole strategist, leading projects while establishing a strong foundation for trend mining and socially driven decision-making.

BRAND CONTENT STRATEGIST & RECEPTIONIST

MAY 2025 – JUN 2026

Enchanted Beauty Bar

- Developed and managed a social media content plan using Canva, Photoshop, and CapCut to build brand presence and deepen audience engagement across platforms.
- Resolved client concerns with empathy and professionalism, sustaining strong client relationships.
- Adapted brand messaging and visual content across audiences in a fast-paced environment.

STRATEGY REPRESENTATIVE

OCT 2024 – JAN 2026

VCU Brandcenter

CLIENTS: CHEWY, SOUNDCHECK PREVENTION, EXODUS

- Liaised between faculty and students, translating program needs into actionable recommendations.
- Coordinated events, funding initiatives, and inter-departmental relationships.
- Contributed cultural strategy to a Brandcenter initiative centered on professional athlete culture, deepening expertise in sports media and internet subcultures.

PROJECT MANAGER

OCT 2022 – MAY 2023

CREATEATHON AT VCU

CLIENTS: SLYDERZ BASEBALL, EXTRA MILE PEDIATRICS, NATIONZ

- Led integrated campaigns for nonprofit clients from brief to delivery across content, social, and events.
- Guided cross-functional teams to hit key deliverables under a fast-paced 24-hour deadline.
- Managed sponsor relationships and fundraising efforts to support campaign execution.

ACCOUNT & DIGITAL CONTENT MANAGER

JAN 2022 – MAY 2023

AD CLUB AT VCU

CLIENTS: DUKE'S MAYO, HILTON

- Developed and executed social media strategy driving a 60% increase in member engagement.
- Spearheaded website redesign improving navigation, visual cohesion, and traffic metrics.
- Coordinated multichannel social and event campaigns using Canva and Adobe Creative Cloud.