

HAILEY FITZGERALD

STRATEGIST

(540) 841-7649 | findurfitz@gmail.com | findyourfitz.com

EDUCATION

Master of Business Branding

VCU Brandcenter

Aug 2024 – May 2026

- GPA: 3.8
- Strategy Representative

Bachelor of Mass Communications

Virginia Commonwealth University

Aug 2019 – May 2023

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

SKILLS & TOOLS

Strategy & Research

- Consumer Insights
- Brand Positioning
- Competitive Analysis
- Campaign Strategy
- MRI Simmons
- Talkwalker
- Claude

Creative & Production

- Canva
- Adobe Creative Cloud
- Google Suite & Gemini
- Excel

AWARDS

Gold ADDY — American Advertising Awards: WNBA Campaign

Best Strategy — VCU Ad Club: SHRIMPS Restaurant

Bronze Award — Richmond Ad Club: VCU Ad Club Social Media

ASK ME ABOUT

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

EXPERIENCE

ENCHANTED BEAUTY BAR MAY 2025 –PRESENT

BRAND CONTENT STRATEGIST & FRONT DESK RECEPTIONIST

- Developed social content plan to build brand presence and deepen audience engagement.
- Resolved client concerns with empathy and professionalism, helping sustain strong client relationships.
- Adapted brand messaging across audiences in a fast-moving, client-facing environment.

VCU BRANDCENTER OCT 2024 – JAN 2026

STRATEGY REPRESENTATIVE

- Served as a liaison between faculty and students, turning diverse needs into clear program recommendations.
- Coordinated events and funding efforts, while managing relationships across departments.
- Advocated for student interests in faculty meetings, helping strengthen engagement and shape program direction.

CREATEATHON AT VCU OCT 2022 – MAY 2023

PROJECT MANAGER

- Led integrated campaigns for nonprofit clients from brief to delivery, overseeing content and event strategy.
- Guided cross-functional teams to hit milestones under 24 hour deadline.
- Managed sponsor relationships and fundraising efforts to support campaign execution.

VCU DA VINCI CENTER JAN – MAY 2023

SHIFT RETAIL INTERN

- Conducted primary and secondary consumer research to uncover insights that informed product marketing strategy.
- Analyzed campaign performance data and shared recommendations for optimization.
- Collaborated with clients on digital initiatives, translating business goals into actionable plans.

AD CLUB AT VCU | JAN 2022 – MAY 2023

ACCOUNT & DIGITAL CONTENT MANAGER

- Developed a social strategy that drove 60% growth in member engagement.
- Led a full website redesign that increased traffic and improved user experience.
- Coordinated multi-channel communications and event promotion for club-wide initiatives.