

HAILEY FITZGERALD

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

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

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

Creative & Production

- Canva
- Adobe Photoshop
- Adobe Premiere Pro
- CapCut
- Creative Cloud
- Google Workspace & Gemini
- Excel

Social Media & Platforms

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

AWARDS/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
- Anything Makeup Related
- Big Brother

EXPERIENCE

DEEPLocal JUNE 2026 to SEPTEMBER 2026

Creative Strategist Intern

- Translate client objectives into clear creative and social direction, concepting and pitching ideas rooted in cultural, consumer, and internet trends.
- Helped develop pitches for TikTok, Spotify, Visit Anaheim, and Ghirardelli, with the TikTok and Spotify projects now moving into execution.
- Partner with creative, engineering, and tech teams from ideation through execution, turning insights into brand relevant campaigns and social and experiential strategy using Canva and Adobe Creative Cloud.
- Own strategic direction as the sole strategist, leading projects while building a strong foundation for trend mining and culturally relevant, socially driven decision making.

ENCHANTED BEAUTY BAR MAY 2025 to JUNE 2026

Brand Content Strategist & Front Desk Receptionist

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

VCU BRANDCENTER OCT 2024 to 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.
- Contributed strategic and cultural insight to Brandcenter student client projects for Chewy and Exodus, and to a project centered on the wives and girlfriends of professional athletes, deepening expertise in sports media and internet sports culture.

CREATEATHON AT VCU OCT 2022 to MAY 2023

Project Manager

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

AD CLUB AT VCU JAN 2022 to MAY 2023

Account & Digital Content Manager

- Developed and executed a social media strategy that drove 60% growth in member engagement.
- Led a full website redesign that increased traffic and improved user experience.
- Coordinated multichannel social media and event promotion for club wide initiatives using Canva and the Adobe Creative Suite.