

Haley Rhodes

hello@haleyrhodes.com | +31 6 28 10 6195 | Amsterdam
www.haleyrhodes.com

SUMMARY

Results-driven marketing professional with expertise in content strategy and creation, digital marketing, brand development, and event management. Proven ability to run multi-channel marketing campaigns that drive brand visibility. Interested in sustainability and B2C brands.

RELEVANT EXPERIENCE

Content creator and brand strategist, freelance **April 2022 - present**

- Created a personal **social media brand** with an audience of more than **16,000 followers**
- Helped clients create **meaningful brand identities** through the ideation and creation of design, storytelling, brand guidelines, and marketing materials

Marketing communications manager, TotalEnergies Corbion **May 2023 - present**

- Spearheaded the company's **trade show presence**, introducing lead conversion tracking and data-driven strategies that improved **event ROI**
- Led a **website overhaul**, including art direction and copywriting, resulting in an audience-focused and **SEO-optimized** web experience
- Launched the company's first social media **ad campaigns**, increasing inbound leads and becoming the second biggest single **lead generation tool**
- Collaborated with **sales teams** to align marketing strategies with their goals and identify promotional opportunities
- Established the company's **WeChat social media presence**, coordinating international messaging for brand consistency
- Refreshed the **brand book** and redefined key company messages to ensure consistency across all channels.

Marketing and communications, Booster Fuels **July 2017 - April 2022**

- Grew within the company from intern to **Marketing Manager** due to exceptional performance
 - Created press releases and identified media opportunities, resulting in **175% increase YOY in press hits** between 2021-2022
 - Automated **B2B emails** workflows using **Salesforce** and **Pardot**, improving engagement and conversion rates
 - Created and managed all B2C marketing campaigns and brand messaging, launching an **automated email lifecycle journey responsible for 61% of all customer activations**
-

EDUCATION

Bachelor of Business Administration, marketing concentration **2013-2017**
San Francisco State University

KEY SKILLS

- Content creation & brand messaging
- Digital marketing: organic social media, email, and ad campaigns
- Project management & performance tracking
- Event planning & trade show management
- Cross-functional collaboration with sales, product, and policy teams