

Haley Rhodes

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SUMMARY

Creative marketing professional and content creator with a strong background in storytelling, brand strategy, and video production. Skilled at crafting engaging, authentic video content that connects with audiences through style and personality.

RELEVANT EXPERIENCE

- Content creator and brand strategist, freelance** **April 2022 - present**
- Built a **personal food-focused social media brand**, growing an engaged audience of **20,000+ followers**
 - Partnered with dozens of local and global brands to **create social-first content** that translated brand objectives into visually compelling stories
 - Managed **end-to-end content creation**, from ideation and scripting to editing and delivery
 - 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**
 - 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**
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EDUCATION

Bachelor of Business Administration, marketing concentration
San Francisco State University

KEY SKILLS

- Creative tools: CapCut, Canva, native in-app tools on Instagram, TikTok, and YouTube
- Content creation & brand messaging
- Digital marketing: organic social media, email, and ad campaigns
- Project management & performance tracking
- Event planning & trade show management