

# HALEY KIM

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## WORK EXPERIENCE

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### Events Assistant

***Pretty Little Events - Fullerton, CA***

*Jun 2023 - Present*

- Communicate clearly with vendors, clients, and event staff
- Assist in creating custom backdrops, decorations, and balloon features
- Transport materials and aid in set up and tear down

### Lead Associate/Social Media Coordinator

***The Confectionery - Seattle, WA***

*Aug 2021 - Jun 2024*

- Provide excellent customer service between fulfilling orders and managing rushes
- Create content calendar and manage all social media accounts
- Maintain facility cleanliness and organize inventory
- Establish strong relationships with other associates to foster a productive work environment

### Front Desk/Sales Representative

***Club Pilates - Villa Park, CA***

*Aug 2024 - Present*

- Manage in studio operations
- Communicate to members and prospects over the phone, email, and sms messages
- Pitch the studio to prospective members at intro classes and grassroots marketing events
- Contribute to the social media content calendar

### Vice President of Communications

***Zeta Tau Alpha (Psi Chapter)***

*Jan 2022 - Jan 2023*

- Create weekly social media posts to advertise recruitment or upcoming events
- Manage all of the chapter's social media accounts
- Build and maintain ZTA's brand image on campus
- Organize yearly composite photos

### Campus Connector

***Cotopaxi***

*Jan 2022 - Jan 2023*

- Organize and facilitate quarterly events for students
- Create social media content and marketing graphics

### Social Media Guru

***Victoria's Secret PINK Campus Ambassadors***

*Jan 2022 - Jan 2023*

- Create vertical video content for social media pages
- Host events, hand out products, and plan giveaways on behalf of VS Pink @ UW

## EDUCATION

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Cal State University Long Beach - B.A. Public Relations

*Aug 2025 - Present*

University of Washington - B.A. Cinema and Media Studies

*Aug 2020 - Mar 2023*

## SKILLS

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- Canva, Adobe Suite, Excel, Photography, Videography