

HAYLEY ROBERTS

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EDUCATION Bachelor of Arts in Professional Writing 08/07
Michigan State University, East Lansing, MI
Concentrations: Editing & Publishing, History, Gender and Language Studies

EXPERIENCE **Starlight Starbright Children's Foundation of Atlanta** 09/07 – Present
Communication and Development Assistant (Temporary)

- ♦ Research and write grants and strategic fundraising letters
- ♦ Write, edit and design promotional materials
- ♦ Create and manage databases

The Spizman Agency, LLC, Atlanta, GA 05/07 – Present
Independent Contractor – Public Relations Assistant

- ♦ Pitch local and national media for healthcare, corporate, and author clients
- ♦ Promote clients using PR 2.0 tools
- ♦ Write and edit press releases
- ♦ Ghostwrite corporate newsletters and articles for various media outlets
- ♦ Edit public relations e-book, book proposal, other projects
- ♦ Research, identify and evaluate potential coverage opportunities
- ♦ Assemble information for media value reports
- ♦ Assist with elite speakers program for Fortune 500 company
- ♦ Help plan segments for clients appearing on national talk shows

Full Service Freelance Communications 05/05 – Present

- ♦ Write and edit brochure copy for nonprofit organizations
- ♦ Design PowerPoint presentations for national TV and Radio personality
- ♦ Ghostwrite and edit book manuscripts
- ♦ Edited national blog for new media company; managed over 20 authors

Infinity Chiropractic Center, East Lansing, MI 09/06 – 05/07
Chiropractic Assistant

- ♦ Wrote and edited patient correspondence, newsletters, corporate documents
 - ♦ Edited and reproduced educational materials and training guides
 - ♦ Managed and executed office activities in a fast paced environment
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SKILL SETS

Communication Skills

- ♦ Media relations
- ♦ Developmental and copy editing
- ♦ Technical writing
- ♦ Information architecture
- ♦ Graphic design
- ♦ Writing for diverse audiences
- ♦ Rhetorical analysis
- ♦ Conversational Spanish

Technology Skills

- ♦ Microsoft Office
- ♦ PC and Mac Platforms
- ♦ Adobe Photoshop
- ♦ Macromedia Dreamweaver
- ♦ Cision Media Source Directory
- ♦ ProfNet Service of PR Newswire
- ♦ HTML and CSS
- ♦ Donor Perfect

HONORS

Top 10 Finalist: DECA International Career Development Conference, Spring 2002
Category: E-commerce