



Veronica Haluczak

vhaluczak@yahoo.com • 224.717.9874. • Tampa, FL • www.veronicahaluczak.com

Summary

I am a **Focused & Driven** communication expert offering over four years of experience including paid internships at some of the largest **Marketing** and **Advertising** firms and have had my hands on large projects for large lines from massive companies including: **Walmart, Red Bull, Nissan, Party City, and More!** My expertise and attention to detail would make me the perfect addition **To Your Team!**

Skills:

- | | | |
|----------------------------|-------------------------|--------------------|
| + Excel | + Final Cut Pro | + Customer Service |
| + Event Planning | + JIRA | + Collaboration |
| + Dreamweaver | + Ad Booker | + MailChimp |
| + InDesign | + Google Docs | + Social Media |
| + Adobe Photoshop CS5, CS6 | + Microsoft Office Suit | + Organization |
| | + Multi-tasking | |

Education:

Bachelor of Arts - **The University of Tampa** _ *Graduated May 2015*
Major: **Communications** || Minor: **New Media Production**

Experience:

Greystone Health Network: Project Coordinator

Tampa, FL _ May 2016 - Current

- + Collecting/inputting Customer Satisfaction Surveys
- + Collaborating with 40+ facility Executive Directors to compile data and create weekly KPIs
- + Implementing a weekly bulletin that reaches over 10,000 company employees including all important going-on's at corporate & facility levels. Keeping the entire Network connected
- + Organizing corporate volunteering opportunities that coincide with Greystone's "Culture of CARE"
- + Chosen as one of five members of the Charity Committee to plan and organize company-wide Charitable events.

Triad Retail Media: Marketing Intern

St. Petersburg, FL _ Oct. 2015 – Feb. 2016

- + Created marketing briefs that map out sponsorship details, keeping all teams involved on the same page
- + Regularly collaborated with numerous teams to update both sales and marketing materials
- + Ensured quality of assets received from third party vendor
- + Responsible for the creation of a marketing intern success guide for future interns
- + Maintained Master Email Database of external clients and managed contacts and communications

Red Bull: Student Brand Manager

Tampa, FL _ July 2013 – Jan. 2015

- + Incorporated Red Bull brand into the everyday lives of the students on campus.
- + Posted weekly reports on product seeding's, event supports, and brand recognition/personality.
- + Collaborated with Wings Team members to help spread the word for upcoming events, appear at campus parties, and show up at big moments on campus.
- + Organized and managed Play & Destroy events. (*An iPod vs. iPod DJ competition*)
- + Created campus awareness & participation for international events: Red Bull Can You Make It, Wings for Life World Run & Flugtag.
- + Worked with communication team to help run the media tent at the National Red Bull Flugtag event in Miami

Tampa Tribune: Advertising & Sales Intern

Tampa, FL _ Feb. 2015 – May 2015

- + Established relationships with clients by going on sales calls and supporting their businesses
- + Created marketing documents to showcase different section of the paper to clients
- + Adapted contracts, event agreements & individual commission reports for sales team
- + Updated & added client information on AdBooker

Zimmerman Advertising: Creative Intern

Ft. Lauderdale, FL. _ May 2013 – Aug. 2013

- + Chosen as 1 of 4 creative interns in competitive internship
- + Collaborated with White Castle, Auto Nation, Party City, & Extended Stay Americas creative teams
- + Created a winning design for White Castle's nation wide "Family Day" event
- + Pitched commercial concepts & storyboards to clients via conference calls/in person meetings
- + Actively participated in brainstorming sessions with the creative teams
- + Created/edited Brand Essence videos for different clients, writing scripts and booking voiceover talent

References:

- + Available upon request

