

# Hallie Hunt

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## EDUCATION

### The University of Oklahoma, Norman, OK

Expected May 2026

Gaylord College of Journalism and Mass Communication

Major: Public Relations

Minor: Digital Marketing

GPA: 3.8

## EXPERIENCE

### LINDSEY + ASP, NORMAN, OK

January 2025-Present

Digital Lead

- Contributes to and participates in social media strategies and content planning for clients such as Poppi, Top Jobs, Simple Modern, Oklahoma Human Services and more.
- Monitors and reports on social media analytics to guide recommendations for optimized performance.
- Stays informed on digital trends and best practices to enhance account team knowledge and client strategies.

### HABIT BOUTIQUE, EDMOND, OK

May 2020-Present

Retail Sales Associate

- Manages sales floor operations and assists in selecting new merchandise at various wholesale markets.
- Creates content for social media platforms and website, enhancing brand visibility and engagement.
- Professionally assists customers over the phone by providing detailed information about clothing sizes, brands, colors, and other inquiries, ensuring a personalized and seamless shopping experience.
- Trains new employees to ensure complete understanding of customer service, merchandise, and procedures.

### GAYLORD AMBASSADORS, NORMAN, OK

April 2024-Present

Director of Communications

- Interviewed and selected to serve as a student ambassador of Gaylord College.
- Provides guided tours of Gaylord College of Journalism and Mass Communication to prospective students.
- Elected as the Director of Communications, responsibilities include: social media management and leadership.

### KAPPA KAPPA GAMMA, NORMAN, OK

January 2024-December 2024

Parent's Weekend Event Planning Chair

- Coordinated with various organizations and companies for event sponsorships and participation.
- Planned and executed engaging events and activities, ensuring a memorable experience for attendees.
- Communicated events details to chapter members and parents through in-person chapter meetings, email and social media platforms.

### LYRIC THEATRE OKLAHOMA, OKLAHOMA CITY, OK

2014-2015, 2021-2022

Performer

- Performed in a professional theater setting, completing a two-week rehearsal process followed by one week of performances.
- Collaborated with industry professionals in a fast-paced environment.

## HONORS & ACTIVITIES

President's Honor Roll

Member, Kappa Kappa Gamma

Teacher's Assistant, University of Oklahoma: Tap IV

Dean's Honor Roll

Volunteer, Mental Health America Philanthropy

Performer, University of Oklahoma's Crazy For You

## SKILLS (PERSONAL & TECHNICAL)

- SOCIAL MEDIA STRATEGY
- MARKETING EXPERIENCE
- MULTI-TASKING
- DETAIL-ORIENTED
- ORGANIZATIONAL SKILLS
- TIME MANAGEMENT
- COMMUNICATION SKILLS
- CANVA DESIGN
- MICROSOFT: WORD, POWERPOINT, EXCEL
- EVENT PLANNING
- ADAPTABILITY
- INNOVATIVE THINKER