Talia Hayes

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OBJECTIVE

Obtain an entry-level Advertising Coordinator position to apply my experience in campaign strategy, content creation, and brand storytelling while contributing to a collaborative, creative team.

EDUCATION

Bachelor of Arts in Mass Communication and World Languages & Cultures May 2027
Georgia College & State University Milledgeville, GA
Concentrations: Public Relations, Advertising and Spanish

SKILLS

Canva, CapCut, Adobe Premiere Pro, Mailchimp, Microsoft Office 365, Spanish (Working Professional Proficiency), Event Promotion, Scriptwriting, AP Style, Storytelling, Public Speaking, Interpersonal Communication, Leadership

WORK EXPERIENCE

President Aug. 2026 – Present
Public Relations Student Society of America (PRSSA) Milledgeville, GA

- Lead a 10-member executive team overseeing operations and a $9K annual budget.
- Direct membership recruitment, social media strategy, event coordination and promotional initiatives.
- Develop professional programming and external partnerships to strengthen member engagement.

President Aug. 2026 – Present
Sigma Delta Pi (National Collegiate Hispanic Honor Society) Milledgeville, GA

- Oversee operations and recruit 5-10 new members each semester.
- Produced a recruitment video in Adobe Premiere Pro, contributing to a ~5% increase in member initiations.
- Organize cultural programming celebrating Spanish language and Hispanic heritage across campus.

Marketing and Communications Intern May 2026 – July 2026
Intercultural Internship Abroad, El Taller de Clo Valencia, Spain

- Gained international marketing experience within Spain’s luxury floral and wedding industry.
- Created 25 weekly promotional videos and graphics using CapCut and Canva.
- Applied professional Spanish to develop localized marketing content and collaborate with staff.

Marketing Intern May 2025 – Aug. 2025
Peach Roots PR Brookhaven, GA

- Designed branded promotional graphics in Canva to strengthen client visibility across digital channels.
- Developed Mailchimp email campaigns, contributing to a ~10% increase in email open rates.
- Coordinated event logistics and attendee engagement for regional food and restaurant festivals.

Multimedia Reporter Jan. 2025 – May 2025
GC360 (Georgia College’s News Broadcast) Milledgeville, GA

- Produced weekly news packages covering campus events, student issues and university news.
- Conducted 12+ on-camera interviews using DSLR equipment.
- Scripted, filmed and edited 7 broadcast packages using Adobe Premiere Pro.

ADDITIONAL EXPERIENCE

Server Aug. 2025 – Present
Metropolis Cafe Milledgeville, GA

- Deliver personalized, customer-focused service in a 100-seat upscale restaurant.
- Cultivate strong guest relationships to strengthen the customer experience and encourage loyalty.