

HAILEY MARANO

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EDUCATION

TULANE UNIVERSITY | A. B. FREEMAN SCHOOL OF BUSINESS

New Orleans, LA

Bachelor of Science in Management

May 2025

Major: *Marketing* Minor: *Management* Overall GPA: 3.44

Relevant Coursework: Advanced Marketing Strategy, Research and Analytics, New Product Development, Management of Technology and Innovation

- Honors: Dean's List (3 semesters)

CEA CAPA EDUCATION ABROAD

Florence, Italy

Coursework: Rivalries in Art, Intermediate Italian II, Photography, Organized Crime in Italy

August – December 2023

- Unique course excursions, student organizations, volunteer activities, networking events

EXPERIENCE

AMAZON

Remote

Influencer Affiliate Program

August 2022 – Present

- Develop and publish influencer-style Amazon affiliate content by sourcing trending products, creating category-specific lists, and leveraging consumer insights to boost visibility and conversion.

PRETZELIZED

Fairfield, NJ

Marketing Coordinator

March 2024 – May 2025

- Collected and analyzed consumer data across social, PR and retail activations, identifying key performance trends to inform future campaigns.
- Generated \$400K in brand value through leveraging social media partnerships and optimizing influencer performance metrics.
- Managed a content calendar and created polished reports in Excel and PowerPoint to track KPIs, providing insights to leadership.
- Helped coordinate go-to-market strategy for new product launches, supporting packaging design, campaign execution, and data-backed presentations.
- Engaged 350K+ consumers through planning, negotiating, and delivering 25+ field activations; synthesized feedback sales data into reports to measure ROI and inform future investment.

SPEEDY SEWER & DRAIN

Bloomfield, NJ

Receptionist & Office Administrator

June 2017 – May 2025

- Digitized invoices and service data to streamline workflows, improving data accessibility and operational efficiency.
- Designed and launched the company website, modernizing its online presence and improving customer access.
- Managed scheduling and CRM operations to enhance client retention and support data-driven decision-making.

RAYMOND ROBERT SALON

Livingston, NJ

Marketing Strategist & Receptionist

September 2019 – March 2020

- Elevated the salon's digital presence by developing social media campaigns that improved engagement and boost product sales by 20%.
- Conducted performance analysis of social media channels to refine content strategies and maximize ROI.

CAMPUS LEADERSHIP

Fundraising & Sponsorship Coordinator, TULANE UNIVERSITY DANCE MARATHON

January 2024 – May 2025

- Spearheaded fundraising and sponsorship initiatives, securing new and recurring partnerships and driving \$30K in donations for Children's Hospital of New Orleans, the highest total event history.

Fashion & Beauty Columnist, THE CRESCENT MAGAZINE

August 2024 – May 2025

- Produced bold, trend-focused articles spotlighting fashion, beauty, and lifestyle, tailored to the voices and interests of the student body.

SKILLS AND INTERESTS

Licenses/Certifications: Generative AI for Digital Marketers (LinkedIn Learning); Microsoft Office Specialist: Excel Associate (Excel and Excel 2019)

Software: Canva; Figma; Large Language Models; Microsoft Excel; Microsoft PowerPoint; Google Workspace; R; SQL (beginner)

Languages: Oral, reading, and writing fluency in English and Italian (intermediate)

Interests: Human-Centered Design, Sustainability, Card Games, Animal Welfare Advocacy, Entrepreneurship for Women