

HAILEY CASE

SKILLS

- Identity Branding
- Content Creation
- Visual Storytelling
- Web Design
- Influencer Marketing
- Event Planning
- Creative Consulting

AWARDS

1ST PLACE (2025)

Kansas Association of Broadcasters

- Best Podcast
- :60 or Less Commerical
- On Air Personality

1ST PLACE (2024)

Kansas Association of Broadcasters

- Best Podcast
- On Air Personality

MEMBERSHIP

Kappa Tau Alpha

(National Honor Society of Journalism & Mass Communication)

CONTACT

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EDUCATION

KANSAS STATE UNIVERSITY

B.S. Strategic Communication

Fall 2021-Spring 2023

M.S. Mass Communication

Fall 2023-Spring 2025

WORKING EXPERIENCE

BRAND PROMOTER

August 2023-May 2025

Wildcat 91.9

- Developed cohesive station and show branding, including logo design, 75th Anniversary campaign, and testimonial videos to enhance audience and sponsor engagement.
- Launched album reviews and tabling campaigns that increased social engagement by 180% and promoted new music discovery.

SOCIAL MEDIA MANAGER

Sept. 2021-Sept. 2022

Be Made Inc.

- Developed and managed visually engaging Pinterest boards and Idea Pins aligned with the client's brand aesthetic, driving increased website traffic and sales.
- Leveraged trending content such as the "Coastal Grandmother" TikTok trend to generate 250K profile visits and expanded reach through strategic cross-platform promotion.

FREELANCE EXPERIENCE

BRAND CONSULTANT

May 2024-Dec. 2024

AGORA | Multicultural Center (Leoti, KS)

- Created brand identity and provided consulting to ensure alignment with the center's multicultural mission and goals.

WEB DESIGNER

May 2024-Dec. 2024

The Healing House | Wellness Collective (Manhattan, KS)

- Designed a Squarespace website, collaborating with freelance designers and strategists to ensure cohesive branding and functionality.

BRAND STRATEGIST

May 2023-Feb. 2024

JAYLEN | Indie Christian Artist (Lawrence, KS)

- Developed brand strategy and launch plan for debut EP, guiding creative direction, social media, and visual identity.