

HALEY HART

Currently based in Nashville, Tennessee | haleyjoyhart@gmail.com | 646-854-7787

SUMMARY

Social media manager and strategist proficient building audiences, managing artist and brand content, and executing influencer campaigns across social channels. Proven track record growing accounts to over 100 million views through strong algorithm knowledge and content strategy. Excited to bring passion for the industry and creative skills to a role within the artist and fan-focused spaces.

PROFESSIONAL EXPERIENCE

Social Media Coordinator, K-LOVE Radio

May 2025 - Present

- Manage social campaigns across platforms for one of the largest CCM radio brands in the country, overseeing content strategy and community engagement tied to artist features and programming.
- Develop and post digital content across artist-facing and hiring channels, ensuring alignment with brand goals and current trends.
- Track and analyze metrics, compiling monthly reports to inform campaign optimization.

Social Media Creator + Brand Partnerships Lead

November 2024 - Present

- Built music and live events accounts from the ground up, independently developing content strategy, creating 3-5 content pieces daily, and growing a highly-engaged global community.
- Manage and lead all influencer and brand partnership campaigns with Ticketmaster, Live Nation, SeatGeek, and others, conceptualizing campaigns and executing full delivery.
- Recognized directly by Interscope Records, Spotify, Lady Gaga, Olivia Rodrigo, and Tate McRae, showcasing strong credibility and reach within the music industry.
- Proficient in using platform trends, viral moments, and cultural shifts to maximize reach.

Marketing Manager, MP Consulting Firm

June 2024 - May 2025

- Developed and executed digital marketing and social media strategies for 16 client accounts, creating content with distinct brand voices for each while managing campaigns across multiple platforms simultaneously.
- Compiled performance reports internally and to clients, using analytics to evaluate campaign efficacy and inform future strategy.
- Served as the primary client contact across all accounts, maintaining strong relationships.

Chief Marketing Officer, Liberty University Auto Show

February 2023 - September 2023

- Directed full social media strategy for a multi-million dollar live event, managing real-content capture, publishing, and community engagement across all channels throughout the event rollout.
- Led a team of nine creatives including photographers and drone operators, developing the full on-site media plan for the event.

INDUSTRY MEMBERSHIPS AND PARTNERS

GRAMMY U	Ticketmaster	Amplify Her Voice
Gen Admission Org	Live Nation Entertainment	Marathon Music Works
SeatGeek	1824/Universal Music Group	Wembley Stadium

SKILLS AND TOOLS

Social Media Strategy	Adobe Creative Suite	Project Management
Influencer Campaigns	Meta Business Suite	Attention to detail
Content Creation and Editing	Performance Reporting	Exceptional communication

EDUCATION

Bachelor of Business Administration: Digital Marketing and Advertising

Liberty University

- **Certifications:** Social Media Marketing (*HubSpot Academy*) and Digital Marketing (*ClickMinded*)