

HAILEY STRICKLER

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EDUCATION

University of Richmond, Richmond, VA May 2026
Bachelor of Arts (BA). Double Major in English Literature and Rhetoric Communication
DIS, Stockholm, Sweden May 2023-June 2023

- Studied in Stockholm, concentrating in Calculus and Nordic Literature

PROFESSIONAL EXPERIENCE

SEAAV Boston, MA June 2025-August 2025
Marketing and Sales Intern

- Leveraged target audience trend analysis to guide product differentiation for Seav brand development.
- Designed digital advertisements using Photoshop to enhance brand visibility and promote Seav's summer Coast to Coast collection
- Coordinated and executed multiple promotional events for community outreach and engagement, organizing logistics and onsite operations.
- Tracked event performance metrics, compiled data into Google Sheets reports, and delivered presentations highlighting each event's outcomes.

The Advent School, Boston, MA March 2022-June 2022
Marketing Intern

- Crafted engaging social media content to encourage more parent attendance for the annual school fundraiser and class ice skating social
- Oversaw logistics for the annual school fundraiser by coordinating with the venue and executing event setup.

WORK EXPERIENCE

University of Richmond Women's Basketball, Richmond, VA September 2024-Present
Team Manager

- Coordinated practice schedules, facility use, and equipment for a D1 Atlantic 10 championship program.
- Directed five fellow managers during practice twice a week and four games by leading equipment setup and rebounding during drills.
- Ensured practices stayed on schedule by managing drill timing and communicating updates to coaches, while documenting each player's performance metrics.
- Mentored and trained new managers and created a shared calendar as a means of communication and practice management among new and returning team managers.

Brewster Day Camp, Brewster, MA June 2022-August 2024
Lifeguard and Swim Instructor

- Instructed youth swim lessons, devising personalized lesson plans, building confidence in the water, and applying conflict resolution skills to de-escalate emotional outbursts and mediate disputes among children.
- Customized and adapted lesson plans to meet diverse learning needs in order to create a safe, inclusive, and encouraging environment.
- Served as Acting Swim Director in the Director's absence, supervising daily swim operations and overseeing staff operations.

Ocean Edge Resort and Golf Club, Chatham, MA June 2021-August 2021
Lifeguard

- Monitored and maintained water safety protocols to ensure a secure environment for around 100 hotel guests.
- Supervised pool maintenance activities, ensuring cleaning and disinfecting of pool twice daily; reported weekly repair needs to supervisor.

Hole in One Bakery and Coffee Shop, Orleans, MA June 2020-August 2020
Barista

- Managed opening and closing procedures, including shop sanitation, setting up and breaking down pastry displays, and preparing food and beverages while adhering to COVID-19 safety standards.
- Conducted a comprehensive analysis of daily sales and managed store requisites by facilitating vendor orders.

Wequassett Resort and Golf Club, Chatham, MA June 2018-August 2019
Childcare Provider

- Coordinated club activities for members and guests' children, such as instructing sailing and swim lessons.
- Executed customer service processes with 5 employees for a luxury resort, including customer service concerns and in-store promotions.

LEADERSHIP & COMMUNITY SERVICE

American Marketing Association Richmond, VA January 2026-May 2026
Higher Achievement Mentor, Richmond, VA August 2025-May 2026
Alpha Phi Omega National Service Fraternity, Richmond, VA September 2023-November 2023
Pan-Mass Challenge, Provincetown, MA August 2023-2025
Green Newton Environmental Program, Newton, MA September 2020- June 2021

SKILLS & CERTIFICATIONS

- Virginia Department of Social Services Mandated Reporter
- American Red Cross CPR and First Aid Certification
- Awards: Field Hockey World Camp USA Elite Selection, EIL, and NEPSAC Basketball Championships
- Well-organized, detail-oriented, creative, teamwork, adaptive, storytelling
- Canva, WordPress, Adobe, Google Sheets, iMovie